

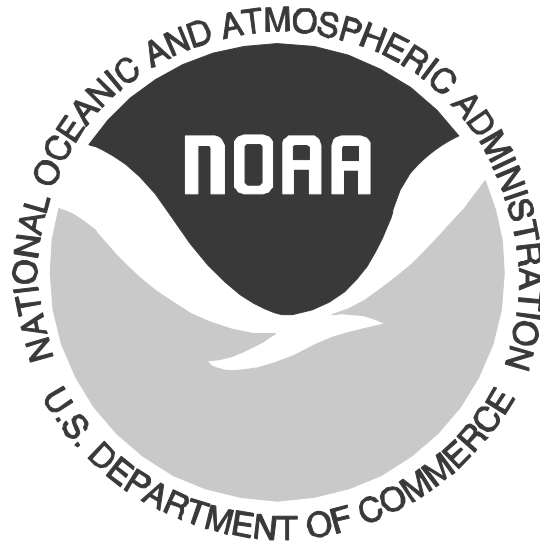
NOAA Fisheries Service

Office of Constituent Services

California Saltwater Sportfishing Action Team Meeting

July 13-14, 2005

Summary Report



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Table of Contents

1	Introduction.....	1
2	Background.....	3
3	California Project Presentations.....	7
4	Collaborative Opportunities, Gaps, and Shortfalls	17
5	California Projects Summary	23
6	Way Ahead.....	35
	California Saltwater Sportfishing Action Team – July 2005.....	A-1
	Sportfishing Activity Worksheet	B-1
	California Saltwater Sportfishing Project Listing – Version 1.10 of 17 August 2005 ...	C-1
	Regional Constituent Workshop Summary	D-1

NOAA Fisheries Service California Saltwater Sportfishing Action Team Meeting Summary Report

Mitretek Systems prepared this report for the Office of Constituent Services of the National Oceanic and Atmospheric Administration (NOAA) Fisheries Service. Mitretek is a nonprofit corporation chartered to work in the public interest and performs under a directed award contract with NOAA to provide objective, conflict-free advice, especially regarding information technology investment decision-making, program management, and budget and strategy formulation. This document fulfills delivery requirements specified by Task 27 of the Mitretek contract with NOAA (Contract Number 50-SPNA-9-00009). Analyses of constituent data in this report are those of Mitretek and may not necessarily reflect the views of the NOAA Fisheries Service and NOAA.

1 Introduction

This report summarizes the inaugural meeting of the California Saltwater Sportfishing Action Team Meeting hosted by the NOAA Fisheries Service at the Holiday Inn Orange County Airport, Santa Ana, California on 13-14 July 2005. It provides a description of the meeting proceedings, encapsulates comments and recommendations provided by the meeting participants, and itemizes recreational fisheries project information provided in advance of, and in conjunction with, the meeting.

The NOAA Fisheries Service and the Office of Constituent Services consider the collection of project data assembled during this meeting to be a source of information that will undergo continual growth and refinement. These project data will help identify ongoing activities within the region and likely NOAA investment priorities. It will also benefit the newly formed California Saltwater Sportfishing Action Team (hereafter referred to as the Action Team) by providing insight into the efforts of fellow recreational fisheries stakeholders. This will facilitate communications among team members, foster collaboration and joint action, and help to realize the NOAA management, science, and outreach goals in the NOAA Recreational Fisheries Strategic Plan through regional stakeholder and angler participation in NOAA implementation planning activities.

Section 2 provides background information on the meeting in the context of the Recreational Fisheries Strategic Plan. Section 3 provides descriptions of project information summaries presented at the meeting by the participants. Section 4 provides

information on collaborative opportunities and gaps in meeting current needs based on facilitated discussion, and Section 5 maps the identified projects to NOAA strategies and regional priorities. The appendices include the project information database along with other supporting information.

2 Background

NOAA is a fisheries conservation and management partner with anglers, recreational fishing associations, state and tribal managers, and other federal agencies. In its role as the marine fisheries steward for the nation, the agency seeks close collaboration with recreational fishing stakeholders and carries this out through the activities of the Office of Constituent Services. These collaborations enhance the management and conservation of recreational species, their associated habitats, and their related ocean ecosystems.

Led by the vision and efforts of the NOAA Fisheries Service and the Office of Constituent Services, NOAA developed and in February 2005 published *A Vision for Marine Recreational Fisheries, NOAA Recreational Fisheries Strategic Plan, FY2005-FY2010* (see online copy at <http://www.nmfs.noaa.gov/ocs/recfish/index.htm>). This new Strategic Plan charts a course for NOAA activities and investments in science, management and outreach efforts impacting marine recreational anglers and supports the public interest through its vision of a viable national recreational fisheries program. It represents an unprecedented effort to reach out and engage recreational fisheries stakeholders and individual anglers in establishing meaningful and achievable goals and objectives for the federal program. These goals and objectives complement the priorities of regional anglers and recognize the existing contributions of other agencies and lead recreational fisheries advocacy organizations. The Strategic Plan has unprecedented visibility across the many disciplines within NOAA that impact recreational fisheries as a result of participation by the intra-NOAA working group that helped develop the Plan's design and continues to contribute to the implementation process. Recommendations resulting from the Marine Recreational Fisheries Working Group of the NOAA Marine Fisheries Advisory Committee, and through nine regional constituent workshops at various locations throughout the U.S. that identified local strategic priorities, also served this Strategic Plan. Recognition of the importance of feedback and guidance from anglers, fishing organizations and clubs, charter boat captains, and recreational fisheries managers and the broad stakeholder participation in the strategic planning process produced a Recreational Fisheries Strategic Plan that is responsive to the needs of both anglers and regulators.

Within the Strategic Plan, Management Objective #3 states the desire to make the fisheries management process more open and accessible to the public. Within this objective, Strategy 3.1 specifically targets the provision of "...fair recreational angling

representation by facilitating participation in the management process.” The formal NOAA Recreational Fisheries Team established in response to Strategy 6.1 of the Plan recognized the importance of regional angler involvement in implementation planning in the context of this fair representation. The byproduct was the decision by the NOAA Team to promote and establish regional saltwater sportfishing “action teams” that would provide a vehicle for recreational angler participation in the process. The Action Team in California represents the first of these regional teams. The Office of Constituent Services expects to form additional action teams in regions that loosely correlate to the locations of prior-year regional constituent workshops. The Action Team meeting in Santa Ana, California on 13-14 July 2005 kicked off what will likely be a series of regularly scheduled meetings that provide for continued collaboration and angler participation in the NOAA process.

The NOAA Regional Recreational Fisheries Coordinator for the Pacific Region, Mr. Marty Golden, organized and advertised the Action Team meeting, identified logistics requirements, formulated initial Action Team membership and meeting participation, participated in the meeting design, and communicated with prospective attendees and facilitated the collection of project information in advance of the meeting. Appendix A provides the composition of the Action Team as of July 2005. Mr. Michael Kelly, the NOAA Director of Constituent Affairs and Mr. Forbes Darby, NOAA National Recreational Fisheries Coordinator, established goals for the meeting, managed the creation of the meeting process, provided leadership presence at the Action Team meeting, and presented an overview of the NOAA Recreational Fisheries Program and the Recreational Fisheries Strategic Plan at the meeting. At the direction of the Office of Constituent Services, Mitretek Systems designed the meeting process, finalized logistics arrangements, collected and organized regional project data, and provided meeting facilitation services.

As stated in advance material provided to prospective attendees of the Action Team meeting, the primary goal of the meeting was to determine if current investments of resources by the participants help to achieve future goals for saltwater sportfishing in California. The participants acknowledge responsibilities to serve anglers through work in conservation, management, science, or advocacy. Their parent organizations and program offices undertake many valuable projects that benefit ocean resources and the constituents that rely on healthy fisheries, yet these entities usually know little about the efforts of other organizations on behalf of saltwater sportfishing. A stated objective of the meeting was to learn about the ongoing and planned initiatives of the major local, state,

federal, and non-governmental organization (NGO) partners in the California sportfishing community. Another objective was to identify ways to better mesh efforts so that collectively a higher level of service with less duplication and confusion. A third objective was to foster communication and collaboration among the Action Team members. Based on the sharing of information at the meeting, the government expected to identify program gaps, shortfalls, and overlaps leading to an understanding by all attendees of potential investment priorities and new initiatives designed to address perceived needs.

Collecting data from each organization describing projects and programs connected to saltwater sportfishing in California was a key component of the meeting. Appendix B includes a copy of the Sportfishing Activity Worksheet used to collect these data. The organizers distributed these worksheets electronically to prospective participants in advance of the meeting. Additional worksheets filled out by hand during the meeting supplemented the initial set, forming the basis for discussion of potential collaborative efforts and gaps, shortfalls, and overlaps on the second day of the meeting. Appendix C includes a listing of the California project information collected at the meeting, supplemented by additional project data and amplifying information. Readers need to recognize that NOAA and the Action Team consider this project listing to be a living document, and that the information appearing in Appendix C represents a snapshot of inputs received as of early August 2005. The NOAA Fisheries Service intends to make updated project listings available as necessary to support subsequent actions of the Action Team.

3 California Project Presentations

Following the Recreational Fisheries Strategic Plan overview and discussion provided by the Office of Constituent Services during the morning of the initial day of the meeting, each of the Action Team members in attendance presented a brief overview of their parent organization, its role in supporting California saltwater sportfishing, and associated project information of interest to the Action Team members. With the unique distribution of individuals and professional affiliations comprising the attendees at the meeting, the interaction among the participants during these presentations was lively and the sharing of specific program information well received by the participants. The Action Team considered this portion of the meeting agenda to be of sufficient value that they extended it into the morning of the second day to ensure adequate opportunity for all Action Team members to present their information.

During preliminary discussion of the meeting objectives and saltwater sportfishing issues, Capt. David Bacon of WaveWalker Charters, Santa Barbara noted that a primary issue concerns the access fishermen have to current or proposed restricted areas, and that “sunset” clauses may be an answer to restricted access when future requirements are subject to change. The attendees agreed that one solution is to improve the data used to develop access restrictions, leading to effective conservation and more efficient use by anglers. Bob Osborne of United Anglers of Southern California (UASC) articulated his perception of the value and clarity of consistent guidance from the Pacific Fisheries Management Council (PFMC) and from the NOAA Fisheries Service. Bob Fletcher of the Sportfishing Association of California (SAC) discussed the importance of good science and catch and effort data, adding that recent stock assessments from the California Recreational Fisheries Survey (CRFS) Program seem to indicate greater numbers of certain species than previously thought. He also voiced his interest in better data reflecting the socioeconomic impact of saltwater sportfishing. Ken Jones from the United Pier and Shore Anglers of California (UPSAC) voiced his hope for better communications among California sportfishing constituents and expressed his satisfaction that the inaugural Action Team meeting was a good first step.

The project presentation summaries that follow capture the information provided by Action Team members during their presentations. There may be inadvertent omission of minor discussion items. The information generally appears in chronological fashion, without attempts to edit or tailor the material.

- Marty Golden, NOAA Fisheries Service Pacific Region Recreational Fisheries Coordinator, briefed the following NOAA Fisheries Service-related initiatives:
 - NOAA Fisheries Service Ethical Angler Program (in partnership with BoatUS magazine) – This program, based on a code of angler ethics, is designed to promote good conservation practices by anglers and includes educational materials such as catch-and-release cards, circle hook brochures, and a quick reference guide for seabird protection.
 - NOAA Fisheries Service Media Outreach Program – This program is designed to enhance communications with anglers by being more proactive with sportfishing media (radio, press, and TV).
 - NOAA Fisheries Service Youth Fishing Program – This program is designed to work cooperatively with angling and community organizations to facilitate programs designed to educate youth about ethical angling and to participate in youth fishing events.
 - Implementation of the California Saltwater Sportfishing Action Team – The July 2005 meeting of the Team is the start of the implementation of the NOAA Recreational Fisheries Strategic Plan, a plan to increase angler involvement in management, science and outreach programs.
 - The Pacific RecFIN (Recreational Fisheries Information Network) Technical Committee – The Pacific Recreational Fisheries Coordinator participates on this Committee to enhance the voice of the angling community and to represent NOAA Fisheries Service interests as related to California and other Pacific coast state issues.
 - The NOAA Fisheries Service Highly Migratory Species (HMS) Fisheries Management Plan – The new HMS Fisheries Management Plan involves many species of fish targeted by anglers (tuna, billfish, shark, etc.); NOAA Fisheries Service (Craig Heberer) is giving special attention to angler interests related to the Plan (issues of interest include tagging programs, permits, and allocation).
 - Marine Mammal Initiatives – NOAA Fisheries Service (Monica DeAngelis) continues to develop programs to educate anglers regarding

marine mammal issues and explore new technologies for use as non-lethal deterrents.

- The NOAA Fisheries Service Habitat Programs – The agency has a major program dealing with habitat protection (wetlands, eel grass beds, etc.) and habitat restoration. The Agency (Bob Hoffman) continues to look to the angling community for support for these critical programs, programs that are very important to the future of sportfishing.
- The NOAA Fisheries Service Senior Volunteer Conservation Education Corps - This program is sponsored by the Southwest Office of Law Enforcement (Rick Hawkins). The program recruits senior citizens, trains them, and provides them opportunities to teach classes in grades K-12 and represent NOAA Fisheries Service at various outreach events. Volunteers learn about Agency recreational fisheries programs and are able to pass this information on to the public.
- The NOAA Fisheries Service Recreational Fisheries Socioeconomic Programs – The Agency has increased the Southwest Fisheries Science Center staff to focus more attention on socioeconomic issues related to recreational fisheries. Dr. Stephen Stohs at the La Jolla Laboratory is working on studies related to Highly Migratory Species. Dr. Todd Lee is working on rockfish/groundfish and Cindy Thompson continues to work on studies related to recreational fisheries issues.
- The NOAA Fisheries Service Groundfish Research Program – This program includes a number of projects addressing rockfish stock assessment. A cooperative research project with commercial passenger fishing vessels (party boats) is using acoustic techniques to try to identify key rockfish species. Dr. John Butler and Deanna Pinkard are two of the lead scientists for these projects at the La Jolla Southwest Fisheries Science Center.
- The NOAA Fisheries Service Billfish Program – The Billfish Program, started in 1963 at the La Jolla Southwest Fisheries Science Center, has collected over 40 years of data in cooperation with the angling community. Dave Holts, the Agency billfish biologist at the La Jolla

Laboratory, provides tags to anglers and publishes an annual newsletter regarding program accomplishments.

Following the NOAA Fisheries Service presentation, the meeting transitioned into presentations provided by federal and state entities considered partners in saltwater sportfishing activities and initiatives. Summaries of these presentations follow.

- Carrie Culver, National Sea Grant Program, California Cooperative Extension, Santa Barbara – Noted that there are currently nine Marine Advisors (not all representing recreation fishing) used to support research, education, and extension/outreach. The program tries to tie the institution with the community through outreach and education, and by conducting applied research projects. The Sea Grant Program likes to collaborate with others (e.g., collaboration with Golden Gate Fishermen's Association on a rockfish project). The Program often responds to people who identify problems, and is geared to work toward supporting sustainable fisheries. Potential gaps requiring new projects include additional education and research on invertebrate species, and a new, easy to use species identification guide.
- Chris Mobley, NOAA Channel Islands National Marine Sanctuary (CINMS) – At CINMS, education and outreach is the highest priority. There are projects to do research, mapping, and species monitoring around the Channel Islands using vessels and aircraft. Outreach activities, such as brochures, are directly related to recreational fisheries. There is also research conducted to develop socioeconomic data, which may result in additional requirements for collaboration in obtaining and standardizing data.
- David Whitting, NOAA National Ocean Service (NOS) Damage Assessment Center – The NOS Damage Assessment Restoration Program is intended to restore damages that result in fishing injuries and loss of recreational opportunities. Chemicals such as DDT often cause contaminated fish, health-related fishing injuries, and a resulting loss of fishing opportunities. Fish contamination findings result in fish consumption advisories. Not all fish are contaminated at the same level, and the Program does not have sufficient funding to test all fish species. The Program is trying to work with other organizations in the posting of advisories and to determine the effects of habitat modifications.

- Michael Murphy, NOAA NOS National Marine Sanctuaries – Provided comments on behalf of the Gulf of the Farallones National Marine Sanctuary (GFNMS). Ecotrust is a project that collects recreational fishing information with federal and state partners through interviews with commercial and recreational fishermen in the GFNMS area, making this information available via a Geographic Information System (GIS) database. This results in the collection of cultural information as well as outreach to the recreational fishing community.
- Russell Porter, Pacific States Marine Fisheries Commission (PSMFC) – The PSMFC conducts Pacific coast landing and sampling surveys and collects data for the states of California, Oregon, and Washington, making it available via the Recreational Fisheries Information Network (RecFIN). Appropriate websites maintained by PSMFC (see www.psmfc.org and www.recfin.org) offer results. There is currently a 25-year record that includes historic vessels, piers, and other landing data (with the exception of a 3-year gap from 1990 through 1993). The California Department of Fish and Game (CDFG) supports the database effort in conjunction with their California Recreational Fisheries Survey activities, and PSMFC hopes to have applications online this year to support the easy access to this database. The project depends on effective data collection through angler participation, considered the key to good recreational fisheries management.
- Steve Crooke, California Department of Fish and Game (CDFG) – The CDFG is responsible for California management of recreational fisheries, emphasizing groundfish. The top six species of groundfish are state managed. CDFG provides historical trend data on large fisheries. Data are derived from multiple sources including a monthly phone survey of anglers (approximately one out of every 20 anglers for a total of 1600 anglers in 2004) to estimate catch and effort (available at the CDFG web site - www.dfg.ca.gov). ROVs, party boat surveys, and scuba surveys are also used to assess fish stocks and develop historical trends. The California Recreational Fisheries Survey provides timely data, including monthly estimates of catches, while boat mode data has proved to be less reliable. In 2007 an automated database of fishing license information is expected to be available.
- Ray Temple, U.S. Fish and Wildlife Service (USFWS) – The USFWS Federal Aid in Sportfish Restoration Program represents a critical source of funding (about \$3 million per year) for grants supporting the CDFG. In addition, USFWS supports a National Fish Hatchery Program; recreational fisheries habitat

restoration initiatives, fish passage/laddering programs, and programs supporting coastal wetlands.

The third and largest segment of presentations were provided by the Action Team members and attendees comprising the “Sportfishing Partners,” i.e., those individuals representing recreational fisheries associations, alliances, other NGOs, industry representatives such as charter boat and landing managers, and individual anglers.

- Captain David Bacon, WaveWalker Charters, Santa Barbara – Stated his view that public perception of fishing resources and recreational opportunities is critical. Currently there is a perceived lack of education concerning fish availability and location, and that it is important to assess the impacts of regulations on public perceptions. The public should be educated concerning the justification for restrictions and regulatory/management changes, and kept abreast of all regulation changes. Specifically, the NOAA Fisheries Service should understand the impact on public perception of fishing resources and opportunities resulting from regulations associated with marine protected areas, including closed areas and enforcement of special protections. He estimates that education and outreach programs reach only half of active fishermen, at the level where the management of public perceptions is most effective. Outreach should include not just major fishing publications, but also the aggressive use of non-mainstream publications, education in classrooms, and other methods that extend beyond traditional approaches.
- Captain Tom Mattusch, Golden Gate Fishermans Association, Coastside Fishing Club, and Huli Cat Sportfishing - Several data collection-related projects are being supported, including a salmon/rockfish tagging project (which has captured 3 years of temperature and depth data), and a stomach contents project where Humboldt squid stomachs are examined to determine what they are eating and how this impacts the ecosystem. He recommended science and outreach projects to include fishing reports published in various media.
- Chris Hall, Coastside Fishing Club - The Coastside Fishing Club supports a rockfish release mechanism project in collaboration with Oregon State University (OSU). This project has resulted in the development of effective release mechanisms for rockfish. It is a relatively small, two-year project that will transition to full OSU sponsorship. There is a project to develop a rockfish

identification chart using a laminated card, slated for expansion next year. Studies are also being conducted that support the rearing of depleted rockfish species (use of the term “depleted” as opposed to “threatened” or “endangered” was emphasized by several attendees) and a salmon enhancement and release program in partnership with the Fisheries Foundation. This latter project involves floating smolt pens downriver before release to improve fish survival potential. There are also outreach activities including sponsorship of fishing charters for kids of military members.

- Steve Fukuto, Long Beach Sport Fishing Landing – Some difficulty has been experienced in keeping fishing boat operators abreast of changes in regulations, due in part to the variety of fishing activities and organizations. Party boat captains are often overwhelmed with this challenge. There is a perceived need to get the most important messages out to the public to ensure compliance with regulations. One idea is an angler resource awareness project that is able to convey regulatory and other fishing-related information to public. An attendee suggested consideration of conveniently-located information kiosks to convey some of this information. A prototype kiosk project could include an electronic interface with the internet, a touch screen, weather report, surf report, and regulatory information for local marine sanctuaries.
- Joel Greenberg, Recreational Fishing Alliance (RFA) – The RFA has signed a memorandum of understanding (MOU) with the California Coastal National Monument (CCNM) Program. The CCNM includes California’s offshore rocks and pinnacles that are above mean high tide. The MOU allows RFA to be a collaborative partner supporting biological preservation, including recreational fisheries, for the Program. This collaboration could result in the hypothetical situation where striped bass populations are relocated from northern to southern California waters to improve fishing stocks, provided that there are no negative impacts on the ecosystem. The organization addresses a perceived need for greater knowledge of effective fisheries management practices and their impacts, such as the implementation of the Marine Life Protection Act. The RFA also supports ongoing sportfishing legislation in California, including a crab pot limits bill intended to stop large, out-of-state commercial vessels from depleting the crab populations in California waters.

- Bob Osborne and Tom Raftican, United Anglers of Southern California (UASC) – The UASC is a volunteer-driven association involved in several programs, such as a white seabass hatchery program, an ocean parks program (with a goal of implementing marine areas designated and protected for recreational sportfishing and consideration of recreational fishing opportunities within existing marine protected areas), kids fishing programs, and an angler tournament where white seabass are counted and released. The organization conducts activities to promote outreach to anglers, and effective fisheries management. UASC promotes a catch and release tournament with digital cameras and printers aboard the charter vessels to document the catches and releases, providing incentives to both deck hands and anglers to engage in ethical angling practices. The organization promotes activities to eliminate destructive fishing gear, such as gill nets and pelagic long lines. The Rigs-to-Reefs artificial reef project is a major emphasis of UASC.
- Bob Fletcher, Sportfishing Association of California (SAC) – The SAC conducts several programs to support outreach and science activities. There is a kid's fishing program to educate children, and a casino night with half of the proceeds going to the SAC fishing fund. Several programs support science associated with fishing resources, as SAC perceives enhanced science as the best way to improve fisheries management. These science-related projects include participation in California recreational fishing surveys conducted in cooperation with the NOAA Northwest and Southwest Fisheries Science Centers to improve population data on fish stocks. There is a project with the Mexican government for archival tagging and release of yellowfin tuna and whaoo. In coordination with federal, state, and private organizations, SAC is also supporting a project to improve white seabass hatchery brood stock.
- Bob Strickland, United Anglers of California (UAC) – Projects and initiatives supported by UAC include web-based outreach to recreational anglers and support for improved judicial enforcement and fines for illegal fishing activities, with collected resources going to the CDFG.
- Ken Jones, United Pier and Shore Anglers of California (UPSAC) – The UPSAC objective is to support activities that promote outreach through improved pier fishing practices. This may include 9-10 pier coordinators supporting the 40 large piers in California (up to five piers per coordinator). The coordinators have the

opportunity to form relationships with the people at the piers to gain their confidence and facilitate education, outreach, and collection of useful socioeconomic data. The attendees agreed that the traditional cross-section of saltwater sportfishing constituents does not have adequate knowledge of active organizations like UPSAC that advocate for pier and shore fishing.

- Paul Working, Catch-22 Fisheries – Catch-22 projects include an outreach effort that makes available tee shirts imprinted with kelp bass information and a slot limit ruler to encourage anglers to comply with voluntary take limits that may be more restrictive than existing regulatory limits, and to bring angler attention to good fisheries management practices and ethical angling. Other outreach initiatives include educational literature and digital versatile discs (DVDs) for public consumption and participation in local coastal cleanup days. All activities are outreach related and focus on improved relationships between regulators, conservationists, and anglers.

4 Collaborative Opportunities, Gaps, and Shortfalls

The Action Team participants identified a variety of needs that represented gaps between the current state of saltwater sportfishing in California and a desired future state where many of the perceived needs are satisfied. Further discussion on the second day of the meeting helped identify and describe opportunities for collaborative efforts that could meet the needs and reduce the gaps. This discussion also included issues and constraints for consideration in conjunction with existing recreational fishing projects or in developing future projects. Focused discussions of considerations and suggestions for projects dealing with specific goals identified in the NOAA Recreational Fisheries Strategic Plan followed the general discussion.

The following list represents perceived California saltwater sportfishing needs and proposed collaborative efforts identified during general discussion among the Action Team members. This report presents the needs as a collection of independent recommendations without attribution to specific individuals or groups. They include the following items, distilled from the non-prioritized, chronological order of discussion:

- Initiate a major outreach campaign targeting the non-fishing community that describes the benefits of recreational fishing, minimizes angler-unique acronyms and language, and enlists the aid of professional public relations experts
- Expand outreach outlets for anglers (television, websites, DVDs, kiosks, posters and other print media) with clear messages and common themes and in collaboration with industry and academia; emphasize civic engagement, ownership of resources, and fisheries best practices
- Provide videos and speakers within schools covering topics such as ethical fishing and conservation that can influence public opinion
- Offer public media improvements and enhanced support for education with better lesson plans (e.g., marine biology as an optional class in high school and elementary grades)
- Promote adequate science outreach, given that the results of some fisheries research initiatives are not trusted by public anglers due to a lack of understanding and appreciation for the associated science

- Support more political involvement, reinforcing the idea that “fishing is a contact sport” (meaning anglers need frequent contact with agencies and elected officials)
- Provide improved access to socioeconomic data to support policy decisions (directly supporting Objective 4 within the Science Goals of the NOAA Recreational Fisheries Strategic Plan); collection and use of these data are improving but the sportfishing community has a need to present a more unified position to regulators
- Support better valuation of the economic impact of recreational fishing in policy-making leading to stronger justification for supporting recreational fishing activities (e.g., pier fishing has a large economic impact through activities such as bait sales but policy decisions often do not reflect adequate consideration of these economic factors)
- Expand the influence of the recreational fishing community on representatives in local, state, and federal governments by harnessing the energy of the California saltwater sportfishing Action Team and engaging anglers to successfully achieve as many of the recreational fishing program objectives as possible
- Conduct a campaign of proactive outreach and education to counteract what is perceived to be biased, negative publicity regarding recreational fishing that is perpetuated by a small cadre of extremist environmental groups (e.g., People for the Ethical Treatment of Animals (PETA))
- Improve collaborative research opportunities with federal, state, and local fishing-related organizations
- Exploit opportunities for collaboration between NOAA, other federal agencies, the PSMFC, the National Sea Grant Program, the CDFG, and the many fishing associations and organizations in order to create a clearinghouse for fisheries research, avoid duplicative efforts, and improve the collection and dissemination of data and information; leverage PSMFC for leadership of efforts on behalf of California anglers (cooperative surveys conducted by PSMFC and the California Department of Health were cited as examples)
- Overcome tensions that exist between the federal government and the states in the sponsorship of collaborative efforts (there is some natural conflict between

initiatives sponsored at the national level and those supported by local champions due to the different size and scope of constituent communities, but all collaborative efforts result in positive outcomes for the angler)

- Promote a broad understanding of research goals and priorities and their impact on the fisheries management process, possibly via a national cooperative research working group at NOAA
- Continue the recent history of improved angler-researcher interactions in the conduct of collaborative recreational fisheries science
- Create an inventory of research projects being undertaken in California, indicating what is being researched and who is conducting the research in order to fully inform recreational fisheries stakeholders and reduce the potential for duplicative efforts
- Ensure California anglers are engaged and fully informed of the direct contact survey planned for implementation by PSMFC to build support for proactive management efforts
- Promote expanded fisheries data collection in California (the attendees collectively estimated that investment supporting these activities in Florida exceeds California by a factor of four)
- Explore potential sources of additional sponsorship, including the USFWS Fishery Restoration Fund, the Aquatic Resources Trust Fund (10 U.S.C. §9504), and offshore energy corporations
- Identify educational opportunities to “speak to the masses” with the goal of having individual anglers knowledgeable of release methods and ethical fishing practices
- Investigate the use of emerging tools and technologies (e.g., video broadcasts, webcasts, etc.) to improve angler access to management processes, facilitate participation in management decisions, and reduce conflicts between recreational and commercial anglers resulting from misinformation and misperceptions

- Create a labor pool of volunteers from NGOs to participate in collaborative sportfishing initiatives
- Develop and maintain a list of available outreach activities—programs and resources—useful as a reference in responding to inquiries from the public, such as a request from a school about available sportfishing resources
- Conduct a broad survey of the public’s perception of recreational anglers
- Promote the creation of ocean parks for fisheries management, with a balanced approach to resource allocation
- Enlist the assistance of the Recreational Environment Education Foundation (REEF) recreational divers program in collecting stock data
- Expand on the currently available video tape *Fish for Tomorrow* or generate a similar, follow-on product to support outreach efforts encompassing an audience beyond just recreational anglers
- Sponsor and develop a mobile van or truck display to support education and outreach efforts
- Consider a “beginners special” program with discounted rates for gear and fishing classes (analogous to programs for beginning skiers); expand on fishing trips for beginners sponsored by news media, such as the television program *Penn Fishing University* hosted by Ron Kovack
- Increase information available via websites on licensing and fish and game regulations
- Target California aquaria and zoos as venues for saltwater sportfishing outreach and education (for example, there is a Memorandum of Understanding with the Long Beach Aquarium of the Pacific to enhance education and outreach through an exhibit on watershed and ocean connections with a focus on the southern California bight)
- Promote outreach activities and material that educate the public about fish consumption advisories and minimize public fear of seafood contamination

- Examine the issue of accountability and responsibility of sportfishing charters knowingly fishing in potentially contaminated waters
- Participate in developing educational materials that use eco-friendly language, promote a personal investment in the environment, and illustrate the value of water quality efforts such as watershed management; investigate the need and value of bilingual education and outreach materials
- Participate in the process of renewing licenses for California power plants where assessments of the impact of water entrainment are necessary
- Act as a common, coordinated voice for saltwater sportfishing issues in California
- Commission a study group charged with estimating the long-term impacts of current and proposed regulatory changes and threats affecting recreational fishing
- Develop improved methods for communicating issues and initiatives from the federal level down to the local level, and from management down to anglers
- Collaborate and form new partnerships with local community organizations in California
- Advocate for adequate resources, and understand the process for ensuring that priority needs and unfunded mandates are supported and funded
- Develop and promote collaborative opportunities between recreational fishing organizations and the commercial fishing industry

5 California Projects Summary

Table 5.1 provides a listing of the saltwater sportfishing project information contained in Appendix C. The table maps the project to two separate items of interest. The first column represents a mapping of each project to associated objectives and strategies itemized in the NOAA Recreational Fisheries Strategic Plan. For example, an entry of “M1.2” signifies that the listed project corresponds well with Strategy 1.2 of Objective #1 within the Management Goal. Similarly, the prefixes “S” and “O” denote the Science and Outreach Goals, respectively. The entries represent a subjective “best fit” of Strategic Plan objectives and strategies; a more detailed analysis of each project might reveal overlapping applications against multiple goals and objectives.

The second column of Table 5.1 includes categorical emphasis areas identified by California constituents during the Regional Constituent Workshop held at the Seal Beach City Council Chambers, Seal Beach, California on May 4, 2004. The attendees at this workshop participated in a facilitated session designed to elicit ideas, prioritize them through small group interaction, and collectively represent them through an affinity diagramming process. Appendix D provides a summary of this workshop, including the data comprising the affinity diagram. The categories identified by the California constituents and reflected in Table 5.1 include Ecosystem Based Management, Cooperative Governance, Opportunities, Regulations, Credible Data, Implementation and Execution, Effective Application of Marine Protected Areas, and Outreach.

The remaining columns provide information on the organization providing the project information, the name of the project, and a brief summary of the project. Additional details for each project are included in Appendix C. The entries reflect information voluntarily offered by the providing organizations. Blank entries indicate that the submitting organization has not provided the associated data.

Table 5.1 – California Projects Summary

Strategic Plan Objective	Constituent Workshop Category	Organization	Project Name	Project Summary
M1.2	Credible Data	NOAA Channel Islands National Marine Sanctuary	Research and Monitoring	- Collect info on some sport species for management
M1.2; S1.6	Credible Data	California Sea Grant - Cooperative Extension	Razor Clam Project	- Track seasonal changes and spatial distribution (regular sampling) - Basic fisheries data (beach surveys / creel census) - Quantify population structure
M1.3	Cooperative Governance	US Fish and Wildlife Service (USFWS), Division of Federal Assistance	Federal Aid in Sportfish Restoration	- Grants to CDFG to aid marine fishery management
M1.4; M2.2; S4.4	Credible Data	NOAA Channel Islands National Marine Sanctuary	Social Science Monitoring	- Understand the economics and social aspects of the CINMS recreational fishing community
M2.2	Cooperative Governance	Recreational Fishing Alliance (RFA)	Groundfish Taskforce	- Review management models; explore options; allow involvement of stakeholders in decisions
M2.2	Cooperative Governance	Recreational Fishing Alliance (RFA) NorCal Chapter Chair	Groundfish Advisory Panel to the PFMC	- Advise PFMC on decisions related to groundfish
M2.5	Cooperative Governance	Recreational Fishing Alliance (RFA)	California Coastal National Monument (CCNM) Partnership	- Protect access to waters adjacent to CCNM lands; support CCNM projects
M2.6; M3.1	Cooperative Governance	NOAA Fisheries Service - Southwest Regional Office	U.S. West Coast Highly Migratory Species Fishery Management Plan	- International cooperation in long-term conservation and sustainable use - Promote inter-regional collaboration in management of fisheries - Procedures to facilitate timely implementation of management actions - Ensure compliance with laws and regulations to conserve and restore species
M3.1	Cooperative Governance	Recreational Fishing Alliance (RFA)	Statewide Interests Group – Marine Life Protection Act Initiative	- Ensure ongoing dialogue between anglers and MLPA Initiative; minimize impacts on anglers and economics
M3.1	Cooperative Governance	Recreational Fishing Alliance (RFA) NorCal Chapter Chair	California Fisheries Coalition	- Input into MLPA Initiative

Strategic Plan Objective	Constituent Workshop Category	Organization	Project Name	Project Summary
M3.1	Ecosystem Based Management	California Sportfishing Protection Alliance	Fishery Policy Advocacy	- Advocate for sound fisheries management policies
M3.1	Ecosystem Based Management	Recreational Fishing Alliance (RFA) NorCal Chapter Chair	Legislative Agenda	- Support AB749 (crab pot limits and Dungeness crab management)
M3.1; O2.2; O2.4	Outreach	NOAA Channel Islands National Marine Sanctuary	Outreach Program	- Santa Barbara and Ventura counties rec fishing communities voice on Sanctuary Advisor Council - Educate and inform on issues that affect sport fishing
M3.1; O2.4	Cooperative Governance	United Pier and Shore Anglers of California (UPSAC)	Pier License Requirements Study	- Input to CDFG on issue of pier license requirement
M3.1; O2.4	Cooperative Governance	United Pier and Shore Anglers of California (UPSAC)	Study - Mandatory Training Classes for Anglers	- Input to CDFG on mandatory classes for anglers
M4.1	Opportunities	Coastside Fishing Club	Coastside Rockfish Barotrauma Study	- Study release methods for rockfish survivability; long-term effects on fish; depth dependence
M4.1	Opportunities	United Pier and Shore Anglers of California (UPSAC)	Production of Fish-Friendly Nets	- Develop economical method to produce and sell better nets to support catch and release
M4.2, S1.1	Outreach	International Game Fish Association (IGFA)	Billfish Tournament Observer Program	- Train volunteer observers for certifying catch and release
M4.2; S1.6; O1.3	Opportunities; Credible Data; Outreach	California Sea Grant - Cooperative Extension	Poke-Pole Project	- Collect basic catch and effort data (2 counties) - Perform pilot mark-capture study
S1.1	Credible Data	California Department of Fish and Game (CDFG)	California Recreational Fisheries Survey Program (CRFS)	- Integration and expansion of state sampling programs: better estimates of groundfish - Designs for estimating effort: good precision, public acceptance, cost effective - Catch estimates generated with a month after harvest
S1.1	Credible Data	Long Beach Sport fishing	Participant, White Sea Bass Head Collection	- White Sea Bass hatchery support, education, and public awareness

Strategic Plan Objective	Constituent Workshop Category	Organization	Project Name	Project Summary
S1.1, S2	Credible Data	Coastside Fishing Club, Golden Gate Fishermans Association	Rock Cod Tagging Study	- Tagged 4000 rockfish; recover; measure; provide population indicator
S1.1; S2.2; S3.1	Credible Data	NOAA Gulf of the Farallones National Marine Sanctuary	Fishing Activities Characterization - Ecotrust	- Geospatial database of fishing activities species fished, times and areas fished
S1.2	Credible Data	Sport fishing Association of California (SAC)	Hook and Line Survey of Bocaccio	- ID the distribution and abundance of bocaccio in So. CA Bight
S1.2	Credible Data	United Pier and Shore Anglers of California (UPSAC)	Collaboration on CA Shark and Ray Count	- Collaboration on CA shark and ray count
S1.2; O2.4	Credible Data	Sport fishing Association of California (SAC)	Doyle Hanan - Catch, Tag, and Release Nearshore Rockfish (NS RF)	- Determine distribution and abundance of imp. NSRF by tag and release fishing trips on CPFVs - Better educate crews and anglers on scientific process
S1.2; S2.2	Credible Data	Sport fishing Association of California (SAC)	Catch, Tag, and Release of Yellow Fin Tuna and Wahoo	- Catch and implant archival tags and release to track and understand movements of large tuna and wahoo
S1.2; S2.3; S5.1	Credible Data	Scripps Institution of Oceanography	Albacore Stomachs Study	- Knowledge of feeding habits of albacore in the California current
S1.5	Credible Data	NOAA Fisheries Service	Pacific Recreational Fisheries Information Network (RecFIN) Technical Committee	- Optimize and coordinate quality of data collection programs - Recommendations to improve data collection programs - Communicate program info to rec fish constituents, scientists, and resource managers
S1.6	Credible Data	Golden Gate Fishermans Association	Canary Rockfish Population Study	- Population study to support increased MSY
S1.6	Credible Data	NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Billfish Programs	- Provide biological, habitat, movement, fishery, and abundance data for use in billfish stock assessments
S1.6, S2.2, S5.3	Credible Data	NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Deepwater Rockfish Studies	- Manned submersible rockfish surveys

Strategic Plan Objective	Constituent Workshop Category	Organization	Project Name	Project Summary
S1.6, S5.3	Credible Data	NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Juvenile Rockfish Studies	- SCUBA surveys of juvenile rockfish species
S2.1; S2.2	Cooperative Governance; Credible Data	Pacific States Marine Fisheries Commission (PSMFC)	RecFIN	
S2.2	Credible Data	NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	The development of methods to estimate rockfish abundance and habitat type using sonar techniques confirmed by remotely operated vehicle (ROV) video surveys	- Provide standard techniques to efficiently and non-destructively monitor populations of cowcod and other commercially important rockfish species
S2.2, S5.1	Credible Data	Fishery Enhancement and Research Foundation (FERF)	Tagging Study of the Movement and Migration of California Halibut In San Francisco Bay and Adjoining Coastline	- Use mark recapture data to analyze movement and migration; elucidate movement distances; delineate geographic areas that will benefit
S2.2; S5.3	Credible Data	NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Archival Tagging of Pacific Albacore	- Determine detailed migration patterns of juvenile albacore - Insight into biological habits of juvenile albacore - Collect detailed info on habitat use of juvenile albacore - Provide international management info for continued sustainability
S2.2; S5.3	Credible Data	Sport fishing Association of California (SAC)	Cooperative Research with ROV and Sonar	- Fully ID all rockfish habitat in So. CA using acoustic sonar to ID difference rockfish
S2.2; S5.5	Credible Data	Sport fishing Association of California (SAC)	Collection of Cowcod Broodstock	- Collect a population of cowcod for captive breeding - Develop tool to bring cowcod up from depth and have them acclimated to tanks
S2.2; S5.5	Credible Data	Sport fishing Association of California (SAC)	White Seabass Enhancement Hatchery Program	- Help in capture of WSB broodstock and assist in moving juveniles to growout facilities
S4.2; S4.5	Ecosystem Based Management	NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Estimating Benefits of the West Coast Highly Migratory Species CPFV Fleet	-Obtain/collect socio-economic data necessary to address changes in economic value and impacts of recreation policies

Strategic Plan Objective	Constituent Workshop Category	Organization	Project Name	Project Summary
S5.1	Credible Data	Coastside Fishing Club, Golden Gate Fishermens Association	Humboldt Squid Study	- Analyze eating habits of Humboldt squid off local coast
S5.1	Credible Data	Coastside Fishing Club, Golden Gate Fishermens Association	Point Reyes Bird Observatory Study	- Investigate stomach contents of targeted species (birds and fish)
S5.1	Credible Data	Coastside Fishing Club, Golden Gate Fishermens Association	Salmon Tagging Project	- Examine favored temps and depths to analyze feeding patterns and life cycles
S5.1	Ecosystem Based Management	NOAA Fisheries Service	Bolsa Chica Wetlands Restoration Project	- Restore 880 acres of degraded former wetlands (~300 full tidal action; ~250 muted tidal action)
S5.1	Ecosystem Based Management	NOAA Fisheries Service	SCE SONGS Mitigation Program	- Restore 150 acres of impacted kelp habitat - Restore 150 acres of wetlands
S5.1	Ecosystem Based Management	NOAA Fisheries Service - Northwest Science Center	Stated Preference Valuation of West Coast Marine Recreational Fisheries	- Use a preference survey methodology to measure the economic value of marine recreational fisheries in CA, OR, WA
S5.1	Ecosystem Based Management	NOAA Fisheries Service - Southwest Regional Office	Sea Lion Exclusion Barrier Testing for Marinas and Bait Receivers	- Modify and test techniques to exclude sea lions from hauling out on docks and bait receivers
S5.1	Ecosystem Based Management	NOAA Fisheries Service, Santa Cruz Laboratory	California Freshwater Salmon/Steelhead Angler Survey	- Conduct economic impact and evaluation analysis for the A freshwater salmon/steelhead fisheries
S5.1; S1.6; M1.2	Credible Data	California Sea Grant - Cooperative Extension	Halibut Stock Assessment Project	- Assess halibut populations in Tomales Bay - Determine halibut range - Determine halibut growth
S5.1; S2.3; M2.4	Effective Application of MPAs; Ecosystem Based Management	NOAA, Marine Protected Areas Science Institute, National MPA Center	Benthic-Pelagic Linkage in MPA Design	- Ecological coupling of benthic and pelagic fish communities - Scientific foundation for siting and design of MPAs
S5.2	Ecosystem Based Management	California Sportfishing Protection Alliance	Suisun Creek Watershed Program	- Restore steelhead spawning locations, habitat, and removal of invasive plant species in Suisun Creek watershed

Strategic Plan Objective	Constituent Workshop Category	Organization	Project Name	Project Summary
S5.3	Ecosystem Based Management	US Fish and Wildlife Service (USFWS), Division of Federal Assistance	Coastal Wetlands Programs	
S5.3	Ecosystem Based Management	US Fish and Wildlife Service (USFWS), Division of Federal Assistance	Habitat Restoration Program	
S5.4	Opportunities	United Anglers of Southern California (UASC)	Rigs to Reefs	
S5.4; O1.2; S5.5; M2.5	Ecosystem Based Management; Effective Application of MPAs; Outreach	NOAA/NOS/Damage Assessment Center	Montrose Settlements Restoration Program	<ul style="list-style-type: none"> - Design and implement fishing site improvements habitat modifications (artificial reefs) - Generate and distribute outreach material: "safe" fish species and fishing sites (fish ID chart) - Project funding: wetlands restoration and MPA evaluation
S5.5	Ecosystem Based Management	Fishery Enhancement and Research Foundation (FERF)	San Francisco Bay California Halibut Research and Hatchery Program	
S5.5	Opportunities	Coastside Fishing Club	Rockfish Rearing Program	- Raise rockfish in a controlled environment for release into structure areas; increase numbers and time on the water
S5.5	Opportunities	Coastside Fishing Club	Salmon Enhancement Program	- Enhance smolt survivability while imprinting them in natural tributaries; more catchable salmon
S5.5	Opportunities	US Fish and Wildlife Service (USFWS), Division of Federal Assistance	National Fish Hatcheries Program	- Production and release of Chinook Salmon
O1.1	Opportunities	Coastside Fishing Club	Coastside Kids Fishing Program	- Introduce kids from military families to sport fishing
O1.1	Opportunities	Coastside Fishing Club, Golden Gate Fishermens Association	Children of Military Veterans Project	- Fishing opportunities for vets and their kids
O1.1	Opportunities	International Game Fish Association (IGFA)	Youth Fishing Tournaments	- Sportfishing for youth
O1.1	Opportunities	Long Beach Sport fishing	Youth Fishing Activities	- Provide access for youth anglers to experience marine sport fishing
O1.1	Opportunities	United Pier and Shore Anglers of California (UPSAC)	Kids Fishing Days	- Educate kids on ethical angling practices

Strategic Plan Objective	Constituent Workshop Category	Organization	Project Name	Project Summary
O1.1; O2.4	Outreach	NOAA Fisheries Service	NOAA Fisheries Service Ethical Angler Program	<ul style="list-style-type: none"> - Teach angler conservation ethics - Promote fishing techniques and technologies
O1.2; O1.5; O2.2; O2.4	Outreach	California Sea Grant - Cooperative Extension	Marine Fisheries Newsletter	<ul style="list-style-type: none"> - Provides info on marine fisheries research, policy issues, and projects
O1.2; O2.4	Outreach	Recreational Fishing Alliance (RFA) NorCal Chapter Chair	Coho Salmon ID chart	<ul style="list-style-type: none"> - Educate anglers; reduce Coho mortality; support CDFG projects
O1.3	Opportunities	Sport fishing Association of California (SAC)	Friends of Rollo	<ul style="list-style-type: none"> - Introduce all classes and more children to sport fishing
O1.3	Opportunities	Sport fishing Association of California (SAC)	SAC and Ed McEwan Kids Fishing Programs	<ul style="list-style-type: none"> - Introduce kids to sport fishing through dayboats and overnight trips
O1.3; O2.4	Opportunities	NOAA Fisheries Service	California Youth Fishing Program	<ul style="list-style-type: none"> - Teach underprivileged youth about principles of marine fishing and ethical angling and marine conservation ideas
O1.3; O2.4	Outreach	Fishery Enhancement and Research Foundation (FERF)	Rockfish Identification Poster and Hand Guide	
O1.3; O2.4	Outreach	NOAA Office for Law Enforcement (OLE)	Community Oriented Policing/Crime Prevention	<ul style="list-style-type: none"> - Educate current and future "Ocean Users" on management and conservation issues - Develop on-going community based outreach program
O1.4; O1.8; O2.4	Outreach	Catch-22 Fisheries	Best Practices Angler Education Video (DVD)	<ul style="list-style-type: none"> - DVD to allow anglers to make more informed choices about personal fishing practices - DVD to result in better survival of released fish and higher percentage of fish released - DVD to increase anglers' personal connection with the health of fisheries and the ocean

Strategic Plan Objective	Constituent Workshop Category	Organization	Project Name	Project Summary
O1.5; O2.3; S5.1	Outreach; Credible Data	California Sea Grant - Cooperative Extension	Collaborative Nearshore Fish Research Project	<ul style="list-style-type: none"> - Provide info about potential effects of fishing regulations and estab. of MPAs - Info on movements of nearshore fish species - Relative abundance, site fidelity, home range
O1.5; O2.4	Outreach	Coastside Fishing Club	Rockfish Identification Program	<ul style="list-style-type: none"> - Help anglers properly identify rockfish and keep up with current regulations
O1.5; O2.4	Outreach	WaveWalker Charters, Santa Barbara	Ongoing Onboard Angler Survey	<ul style="list-style-type: none"> - Understand public perceptions of MPAs; regulatory changes vs. personal experiences; and angst in keeping abreast of regulatory changes
O1.7; O2.1; O2.3; O2.4; O3.3; O4.3	Outreach	NOAA Fisheries Service	California Saltwater Sportfishing Action Team	<ul style="list-style-type: none"> - Involve the rec fish community in the agency decision making process - Inform the rec fish community about agency programs and initiatives that are related to rec fisheries
O1.8; O2.4	Outreach	Catch-22 Fisheries	Voluntary Kelp Bass Slot Limit Shirt Project	<ul style="list-style-type: none"> - Educate anglers to the drop in kelp bass populations - Demonstrates how anglers can be directly involved in steps to replenish populations - Brings scientific and sport fishing communities together
O1.8; O2.4	Outreach	United Pier and Shore Anglers of California (UPSAC)	Mobile Model Education Exhibit	<ul style="list-style-type: none"> - Develop a mobile exhibit for education, literature distribution, and motivation of local groups
O2.2; O2.4	Outreach	NOAA Fisheries Service	NOAA Fisheries Service Media Outreach Project (Pacific)	<ul style="list-style-type: none"> - Develop communications links with media that has a recreational fishing focus; timely information

Strategic Plan Objective	Constituent Workshop Category	Organization	Project Name	Project Summary
O2.3; O2.4; O1.8	Outreach	NOAA Channel Islands National Marine Sanctuary	Sanctuary Education Team (SET)	<ul style="list-style-type: none"> - Long-term education and outreach strategy - Adopt-a-business: products developed and delivered to appropriate audiences - Brochures and signage: convey accurate and easy to understand info
O2.4	Opportunities	International Game Fish Association (IGFA)	Veterans Fishing Program	<ul style="list-style-type: none"> - Fishing opportunities for veterans
O2.4	Opportunities	San Diego Anglers	Muscular Dystrophy Fishing Charter	<ul style="list-style-type: none"> - Annual charter for 20 wheel chair-bound patients
O2.4	Opportunities	United Pier and Shore Anglers of California (UPSAC)	California Shore/Beach Survey	<ul style="list-style-type: none"> - Survey fishing locations along the CA coast
O2.4	Opportunities	United Pier and Shore Anglers of California (UPSAC)	Endangered Heritage Piers Listing	<ul style="list-style-type: none"> - ID heritage piers and develop a plan for their restoration and continued use
O2.4	Opportunities	United Pier and Shore Anglers of California (UPSAC)	Loaner Program for Rods and Reels	<ul style="list-style-type: none"> - Provide rods and reels to new anglers
O2.4	Outreach	Long Beach Sport fishing	Angler's Marine Resource Awareness	<ul style="list-style-type: none"> - Angler education for resource preservation; shift attitudes away from "bad limit" mentality
O2.4	Outreach	United Pier and Shore Anglers of California (UPSAC)	Fish Rulers for Piers	<ul style="list-style-type: none"> - Place sets of area-specific regulations, "fish rulers" and "safe eating information" on all piers
O2.4	Outreach	United Pier and Shore Anglers of California (UPSAC)	Model Pier and Pier/Shore Sport fishing Center	<ul style="list-style-type: none"> - Promote sport fishing, angling ethics; educate
O2.4	Outreach	United Pier and Shore Anglers of California (UPSAC)	Pier Restoration Survey	<ul style="list-style-type: none"> - Measure local support for restoration; promote it
O2.4	Outreach	United Pier and Shore Anglers of California (UPSAC)	Surf Fishing Classes	<ul style="list-style-type: none"> - Education of non-anglers at Bolsa Chica State Beach
O4	Outreach	United Pier and Shore Anglers of California (UPSAC)	Water Conditions Network	<ul style="list-style-type: none"> - Access to instant data on water conditions and 50 sites in SF Bay and upstream to Rio Vista

A review of the mapped Strategic Plan objectives in Table 5.1 reveals that the projects identified by the Action Team generally extend across the scope of the three goals—Management, Science, and Outreach—and most of stated objectives within these goals. There are several individual strategies within the Strategic Plan with a broad regional or national focus that extend beyond the scope of the California constituent community; as expected, the projects identified by the Action Team rarely, if ever, map to these strategies (for example, M6.1-M6.3, O2.2, O3.4, etc.). The data also show that the California saltwater sportfishing partners have their greatest representation among the objectives contained in the Outreach goal. This outcome is not unexpected given the regular contact enjoyed with anglers and the positive impact on public perceptions and increased business opportunities resulting from most of these outreach activities.

6 Way Ahead

The California Saltwater Sportfishing Action Team Meeting was the first implementation activity sponsored by the NOAA Fisheries Service designed to fulfill the strategic vision of regional implementation teams within each region of NOAA. The meeting achieved the following goals:

1. Established initial composition of the California Saltwater Sportfishing Action Team
2. Generated an original list of saltwater sportfishing projects being undertaken by NOAA, other government partners, and saltwater sportfishing partners
3. Provided an opportunity for Action Team members to learn about the projects and initiatives of their sportfishing partners
4. Identified collaborative opportunities, overlaps, and gaps that can drive development of new initiatives for enhancing saltwater sportfishing in California

Led by the Regional Recreational Fisheries Coordinator, the NOAA Fisheries Service intends to reconvene the Action Team at periodic intervals to further analyze California project information and to collaboratively design activities to match the vision described in the Recreational Fisheries Strategic Plan. These activities will include proposed outcomes, participants, metrics, and budgets. The Action Team will form innovative partnerships among its members to take advantage of available expertise and public exposure, leverage resources, and synergize efforts.

California Saltwater Sportfishing Action Team – July 2005

Organization/Office/Program	Member/Participant*
NOAA Fisheries	
Regional Recreational Fisheries Coordinator	Golden, Marty*
Protected Resources	DeAngelis, Monica*
Office of Law Enforcement	Hawkins, Rick*
Sustainable Fisheries	Heberer, Craig*
Habitat Conservation	Hoffman, Bob*
Southwest Fisheries Science Center (SWFSC) Rockfish	Butler, John
Southwest Fisheries Science Center (SWFSC) Billfish	Holts, Dave
Southwest Fisheries Science Center (SWFSC) Economics	Stohs, Stephen*
NOAA Fisheries-Headquarters	Kelly, Michael*
NOAA Fisheries-Headquarters	Darby, Forbes*
NOAA Fisheries-Southwest Region	Helvey, Mark*
Government Partners	
California Department of Fish & Game	Crooke, Steve*
National Sea Grant Program (Santa Barbara)	Culver, Carrie*
Pacific Fisheries Management Council	Hansen, Don
Channel Islands National Marine Sanctuary (CINMS)	Mobley, Chris*
Pacific States Marine Fisheries Commission	Porter, Russell*
US Fish & Wildlife Service	Temple, Ray*
Marine Protected Area Office (Santa Cruz)	Wahle, Charlie
NOS Damage Assessment Restoration Program	Witting, Dave*
National Ocean Service (NOS)	Murphy, Michael T.*
Sportfishing Partners	
Charter Boat Captain (Santa Barbara)	Bacon, Capt Dave*
CA Sportfishing Protection Alliance	Budrick, John
International Game Fish Association (IGFA)	Farrior, Mike
Sportfishing Association of California	Fletcher, Bob*
Landing – Long Beach Sport Fishing	Fukuto, Steve*
Recreational Fishing Alliance	Greenberg, Joel*
Coastside Fishing Club	Hall, Chris*
United Pier & Shore Anglers	Jones, Ken*

San Diego Anglers	Konzal, Jim
Charter Boat Captain (Half Moon Bay)	Mattusche, Capt Tom*
United Anglers of Southern California	Raftican, Tom*
United Anglers of California	Strickland, Bob*
Golden Gate Fisherman's Association	Thomas, Roger
Bob Sand's Fishing Tackle (Tackle retail)	Vallone, Sal
Catch-22 Fisheries	Working, Paul*
Alternates	
CA Sportfishing Protection Alliance	Beuttler, John
Pacific States Marine Fisheries Commission	Fisher, Randy
United Pier & Shore Anglers	Grant, Boyd*
Catch-22 Fisheries	Mack, Haley*
Angler's Choice Tackle (Tackle retail)	Okefield, Luc
United Anglers of Southern California	Osborne, Bob*
Southwest Fisheries Science Center (SWFSC) Rockfish	Pinkard, Deanna*
Gulf of Farallones National Marine Sanctuary	Reyna, Karen
San Diego Anglers	Stasukevich, Al

Bold – Action Team Member * - Meeting Participant

Sportfishing Activity Worksheet

PURPOSE: To create a first-ever inventory of all significant saltwater sportfishing projects going on in your region. By sharing this information with interested parties, we will have a better idea about what's being done to service the sportfishing community. This information will allow us to better coordinate existing projects and identify gaps that need to be addressed.

DIRECTIONS: Please use this worksheet to describe projects undertaken by your organization that directly benefit the saltwater sportfishing community. Use a separate worksheet for each project. You may find it easier to group a number of related activities together under one project heading (e.g., kids' fishing events or angler surveys).

Your name and title:	
Your organization:	
Name of project:	
Project description/ purpose/justification: (≤100 words)	
The project fits best into which general category? <input type="checkbox"/> Mgt. <input type="checkbox"/> Science <input type="checkbox"/> Outreach	
Please briefly list the 3 main goals for this project:	
1.	
2.	
3.	
Please list the expected outcomes/products that will result from this project:	
Total annual project budget: \$ _____ Number of staff/FTEs involved with any aspect of the project: _____	
What is your funding source (<i>check all that apply</i>): <input type="checkbox"/> Federal <input type="checkbox"/> State <input type="checkbox"/> Private	
Is this project funded or expected to be funded in: (<i>check all that apply</i>) <input type="checkbox"/> FY 05 <input type="checkbox"/> FY 06 <input type="checkbox"/> FY 07 <input type="checkbox"/> FY 08	
Please describe the status of the project. <input type="checkbox"/> Proposed <input type="checkbox"/> Ongoing <input type="checkbox"/> Completed	
Does this project involve working with other partners outside your office, program area, or organization?	
<input type="checkbox"/> Yes <input type="checkbox"/> No If YES, please list the partner organizations/agencies:	

Questions? Please contact Marty Golden at marty.golden@noaa.gov or call (562) 980-4004

California Saltwater Sportfishing Project Listing – Version 1.10 of 16 August 2005

Part A – Descriptive Information

Organization	Name and Title	Project Name	Project Description	Category	Main Goal #1	Main Goal #2	Main Goal #3	Outcomes/Products
California Department of Fish and Game (CDFG)	Steve Crooke, Senior Marine Biologist	California Recreational Fisheries Survey Program (CRFS)	CRFS is a statewide field program to collect effort and catch data from recreational anglers. The effort component is supplemented with information from two telephone surveys. The purpose of the program is to produce in a timely manner, marine recreational finfish fishery based data needed to sustainably manage California's marine recreational finfish fishery resources. The data are needed to manage both federal (Pacific Fishery Management Council) and state species taken by recreational anglers.	Science	Integration and expansion of state sampling programs to produce better estimates for groundfish and acceptable estimates for other state priority species	A set of designs for estimating effort that relies on methods with good precision, public acceptance and cost effectiveness	Catch estimates generated within a month after harvest to support in-season management and production of catch estimates with reasonable confidence limits for managing fish stocks that are federally designated as overfished	CRFS is designed to produce monthly effort and catch estimates for all finfish taken by recreational anglers in California. The estimates are posted on the Pacific States Marine Fisheries Commission RecFIN website.
California Sea Grant - Cooperative Extension	C.M. Dewees, Marine Fisheries Specialist	Marine Fisheries Newsletter	Provides information on marine fisheries research, policy issues and projects	Outreach	Increase awareness	Help people learn about and apply science-based fisheries information		
California Sea Grant - Cooperative Extension	Dr. Paul G. Olin, Director	Halibut Stock Assessment Project		Science	Assess halibut populations in Tomales Bay	Determine halibut range	Determine halibut growth	

Organization	Name and Title	Project Name	Project Description	Category	Main Goal #1	Main Goal #2	Main Goal #3	Outcomes/Products
California Sea Grant - Cooperative Extension	Peter Nelson, Marine Fisheries Advisor	Poke-Pole Project	Poke-poling is a method of fishing generally restricted to sport or subsistence fishers, and fairly common locally (Humboldt & Del Norte counties) according to anecdotal reports. The technique involves 'poking' a long pole with a short, baited leader into the holes and crevices in rocky intertidal habitat during low tide. The target species are primarily monkey-face eel and kelp greenling, though grass rockfish, cabezon and sometimes lingcod are also caught. Prime poke-pole fishing areas are limited and the fishery targets species including fishes which may be highly residential (to the extent that such information is available), so there is the potential for the fishery to have a highly significant impact on local populations. In addition, to my knowledge, several of the target species are comparatively poorly studied and no one has undertaken a quantitative study of this fishery. The intent is to collect basic catch and effort data in both counties, and, possibly, perform a pilot mark-recapture study with monkey-face eels.	Science	Quantify catch and effort for this fishery	Perform a feasibility study to assess the potential for studying movement, distribution and population assessment for the principle species in the fishery		
California Sea Grant - Cooperative Extension	Peter Nelson, Marine Fisheries Advisor	Razor Clam Project	Razor clams (<i>Siliqua patula</i>) support a locally important sportfishery in Humboldt and Del Norte Counties, but we know little about current effort, catch rates or clam population structure. In addition, the human health risk associated with PSP (paralytic shellfish poisoning) and domoic acid is not always tracked as diligently as may be warranted by harvest levels. The purpose of this proposed project is threefold: First, to track seasonal changes and spatial distribution of incidence of PSP and domoic acid in two northern California populations of razor clams through a program of regular sampling. Toxicology analyses will be performed by the California Department of Health Services. Second, basic fisheries data will be collected beginning fall 2005 through beach surveys and creel censuses. Finally, we will sample fished and unfished populations to quantify population structure (both counties manage clam harvests in part by alternating closures between two adjacent areas in each county).	Science	Track temporal and spatial patterns of biotoxins	Collect catch and effort data for two clam populations	Quantify population structure for both populations	Improved toxicity reports for local fishers; management-relevant fisheries data; biologically relevant data, potentially also relevant to management efforts

Organization	Name and Title	Project Name	Project Description	Category	Main Goal #1	Main Goal #2	Main Goal #3	Outcomes/Products
California Sea Grant - Cooperative Extension	Rick Starr, Marine Advisor	Collaborative Nearshore Fish Research Project	This project will combine the resources of fishermen and university scientists to learn more about populations of nearshore fishes in an area that is heavily fished by commercial passenger fishing vessels, private anglers and commercial fishing boats from the San Francisco Bay area. Fishes will be caught, tagged and released at Duxbury Reef, near Bolinas, California. Results will provide information about potential effects of fishing regulations and the establishment of marine protected areas.	Science	To learn more about the movements of several important nearshore fish species (e.g., rockfishes, lingcod, greenling, cabezon) in the area between Duxbury Reef and Double Point.	To estimate relative abundance, site fidelity and home range of nearshore fishes.		
California Sportfishing Protection Alliance	John Beuttler, Conservation Director	Fishery Policy Advocacy	CSPA's major focus is advocating for sound fishery management policies, especially those that entail the restoration, protection, and enhancement of fishery habitat that enables natural, self sustaining fishery resources.	Management	To encourage the restoration, protection and enhancement of self sustaining fishery resources	To promote the welfare of the public's fishery resources	To encourage the sustainable use of fishery resources managed at sustainable population levels for the benefit of the public and recreational angling.	
California Sportfishing Protection Alliance	John Beuttler, Conservation Director	Suisun Creek Watershed Program	This project will restore Suisun Creek and its 53 square mile drainage in Napa and Solano Counties. The creek has the only remnant run of steelhead in a tributary to Suisun Bay. The project will restore access to spawning locations, spawning and rearing habitat throughout the drainage and remove invasive non-native plants that damage the riparian corridor. The first phase of this project was, conducted during 2000 to 2004, established a comprehensive watershed restoration plan under funding from the California Coastal Conservancy. The second phase of the project is underway to implement that plan under a grant from the State Water Resources Control Board.	Management	To promote the restoration of a self sustaining steelhead fishery	To promote the involvement of local land owners in restoring the native habitat and the steelhead fishery	To encourage sustainable land and watershed management practices to enable the steelhead fishery to be maintained at a self sustaining population for the benefit of the public and recreational angling	A viable steelhead fishery and restored Suisun Creek watershed

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Catch-22 Fisheries	Captain Paul Working, Executive Director	Best Practices Angler Education Video (DVD)	Produce 20-30 minute DVD capable of wide distribution beginning with recreational fishing boat captains and angler organizations. Will include: (1) brief introduction to the environment and ecology (including depletion) of fish in recreational fisheries and information about life cycle including basic information about spawning; (2) basic Coast Guard regulations for basic safety; (3) present fish and game regulations; (4) briefly show tackle options designed for catch and release; (5) general fish handling technique demonstration; (6) demonstrate effective techniques for deflating air bladders; and (7) discuss how anglers can consider ethical issues regarding how they choose what to take in terms of species as well as size and quantity. Ultimately plan to have versions for sport fishing boats, private boats, and pier/shore fishers.	Outreach	Anglers able to make more informed choices about personal fishing practices	Better survival of released fish and higher percentage of fish released	Increased personal connection for anglers in the health of fisheries, the ocean, and how their actions contribute (or detract)	Lessened impact from anglers on fisheries depletion
Catch-22 Fisheries	Captain Paul Working, Executive Director	Voluntary Kelp Bass Slot Limit Shirt Project	Outreach/education campaign promoting self regulation through T-shirts. Our first effort encourages personal adoption of a voluntary slot limit of 13"-17" and 5 fish possession. T-shirt has artwork and ruler on back. The academics on our board selected these numbers as being supportive of sustainable levels because 13" fish will have contributed to the gene pool already, and fish over 17" are particularly sturdy and prolific and should be allowed to continue to breed.	Outreach	Educate anglers to the drop in kelp bass populations and encourage a cooperative and effective strategy to become part of the solution while enjoying recreational fishing; sets example for self regulation	Demonstrate how anglers can be directly involved in steps to replenish populations while working within legal limits	Bring the scientific and sport fishing communities together to strengthen ties which will lead to future collaborative projects	Increased kelp bass populations through better decision-making by anglers
Coastside Fishing Club	Chris Hall, President	Coastside Kids Fishing Program	Coastside charts sport boats to introduce kids from military families into the sport of fishing. Also to thank the men and women who serve this country. We provide the boats, the tackle, food and have a BBQ at the end of the day.	Outreach	Introduce Kids to Fishing	Recognize the sacrifices that the men and women who protect this county have made.	Bring the sport of fishing into the public eye.	Accomplishment of the goals set forth.

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Coastside Fishing Club	Chris Hall, President	Coastside Rockfish Barotrauma Study	Coastside started studying the effects of Barotrauma and came up with an effective release method to aid in the survivability of rockfish. It involved forcing the fish under the water and releasing them at depth. Research went so well, we have given a grant to Oregon State University to continue the study.	Science	Study different release methods for Rockfish survivability (mainly using a re-compression device)	Study the long term effect of barotrauma when released with a re-compression device	Study different depth survivability for re-compression devices	More effective release means we can safely return protected species back into the water which may lead to longer seasons for recreational fishermen.
Coastside Fishing Club	Chris Hall, President	Rockfish Identification Program	Coastside wants to make laminated cards that are free to fishermen to help them identify rockfish and the current regulations. The intent is that this is something they can keep on their boats so that threatened/managed species are not taken. It would also contain tips on releasing them properly.	Outreach	Help anglers identify rockfish properly	Help anglers keep up with current regulations		To achieve the goals outlined.
Coastside Fishing Club	Chris Hall, President	Rockfish Rearing Program	Coastside has been working on possibly raising rockfish in the Half Moon Bay harbor. These fish will be released to the various reefs to help build fish stocks.	Management	Raise Rockfish in a controlled environment for release into open ocean structure areas.	Increase numbers of threatened/managed species	Gain additional time on the water for recreational anglers	To help the threatened/managed rockfish species.
Coastside Fishing Club	Chris Hall, President	Salmon Enhancement Program	The Salmon Enhancement Program is designed to increase the survivability of smolts. The Program is administered by the Fisheries Foundation.	Management	Bring survivable smolts down the Delta	Enhance smolt survivability	Imprint the smolts in natural tributaries	More catchable salmon
Coastside Fishing Club, Golden Gate Fishermans Association	Tom Mattusch and Roger Thomas	Rock Cod Tagging Study	In cooperation with NOAA Sea Grant, tagging 4000 rockfish; recover; measure	Science	Develop indication of population			
Coastside Fishing Club, Golden Gate Fishermans Association	Tom Mattusch, Owner/Operator Huli Cat Sport fishing	Children of Military Veterans Project		Outreach	Veterans who were abroad for service are provided an opportunity to fish with their children.			

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Coastside Fishing Club, Golden Gate Fishermens Association	Tom Mattusch, Owner/Operator Huli Cat Sport fishing	Humboldt Squid Study		Science				Project will yield info on what the Humboldt squid are eating off the local coast
Coastside Fishing Club, Golden Gate Fishermens Association	Tom Mattusch, Owner/Operator Huli Cat Sport fishing	Point Reyes Bird Observatory Study	Investigate stomach contents of targeted species (birds and fish)	Science				
Coastside Fishing Club, Golden Gate Fishermens Association	Tom Mattusch, Owner/Operator Huli Cat Sport fishing	Salmon Tagging Project		Science	Project will examine favored temperature and depth to assist in feeding patterns and life cycles of chinook			
Fishery Enhancement and Research Foundation (FERF)	John Edward Budrick, Director	Rockfish Identification Poster and Hand Guide	Produce and distribute laminated rockfish identification posters to party boats throughout California to improve rockfish identification and knowledge of their distribution, growth, and maturity. Grease pencils will be provided so notes on regulations can be made on the poster by the crew to inform anglers of a species season, bag and size limits. In addition, a two-sided 8.5 x 11 version will be produced and distributed for use by private vessel anglers as a free download on the CDFG website and for sale by license agents at cost.	Outreach	To improve rockfish identification abilities of the Commercial Passenger Fishing Vessel (CPFV) captains and crew as well as CPFV patrons and private anglers	Increase awareness of the growth rates and late age of maturation of species of the genus Sebastes so that anglers appreciate the necessity of regulations allowing successful achievement of recovery plans for overfished species and develop concern for the health of rockfish stocks	Provide a visual aid for private anglers and party boat operators to indicate regulations in a visual format that is an easily interpreted photo representation of each rockfish species; this solves the problem of "needing to be a biologist and lawyer to figure out the regulations," decreasing the number of regulated fish retained	The rockfish poster and guide are completed and have been edited by leading rockfish experts and fishery managers. Funding for production and distribution is being sought. Outcome: improved rockfish identification and effectiveness of management.

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Fishery Enhancement and Research Foundation (FERF)	John Edward Budrick, Director	San Francisco Bay California Halibut Research and Hatchery Program	San Francisco Bay is in the northern end of the range of the California halibut <i>Paralichthys californicus</i> . This population is subject to fluctuations in recruitment and catch per unit effort despite having the highest landings in California since 1993. The intended project is a collaboration between UC Davis and FERG to conduct research to support and implement a hatchery program for California halibut in San Francisco Bay. The goals of this program are to bolster recruitment, stabilize CPUE and establish a FMP for California halibut.	Science	Conduct population studies to understand length, age relationships, timing of reproduction, fecundity, variation in recruitment, genetic variability and population structure, geographic distribution of size/age classes, population dynamics, and effects of fishery management measures for California halibut in San Francisco Bay	Conduct research on culture of California halibut to address effects of water temperature on sex determination and malpigmentat ion due to vitamin deficiencies in feed formulas; develop genotyping methods and selective breeding programs to prevent inbreeding; develop quarantine protocols to prevent spread of disease	Use the knowledge gained from research in goals 1 and 2 to initiate full hatchery operations within 5 years of the program's initiation with volunteer assistance from the fishing community; results of the population studies in goal 1 will be integrated into recommendat ions for a fishery management plan	Research conducted to address issues in culture of California halibut and understand population dynamics of the species will culminate in establishment of a hatchery for California halibut in San Francisco Bay and a FMP
Fishery Enhancement and Research Foundation (FERF)	John Edward Budrick, Director	Tagging Study of the Movement and Migration of California Halibut In San Francisco Bay and Adjoining Coastline	The purpose of this project is to mark recapture data to analyze the movement and migration of California halibut. Estimation of these vital statistics will provide baselines for monitoring and necessary information for future management decisions. Tagging studies have been published on California halibut in Southern California, but none have focused on significant numbers of fish tagged in Northern California or Central California. Currently in its second year of study, this project will provide information about the seasonality and variation in movement of California halibut in San Francisco Bay.	Science	Utilize mark recapture data to analyze movement and migration	Mark recapture data to elucidate movement distances between size classes and sexes	Delineate geographic areas outside of The San Francisco Bay that will benefit from a hatchery and enhancement	Establishment of a working Hatchery for California halibut in the San Francisco Bay Area.

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Golden Gate Fishermans Association	Roger Thomas	Canary Rockfish Population Study	Sample the population of Canary rockfish. Commercial fisherman state that there are vast areas of Canaries; if this can be verified it would be positive for the maximum sustainable yield.	Science	Estimate the Canary rockfish population - funding being sought			Knowledge of the current relative abundance of Canary rockfish
International Game Fish Association (IGFA)	Mike Farrier, Board Member	Billfish Tournament Observer Program	The Billfish Tournament Observer Program is designed to train volunteer observers to ride sportfishing vessels during tournaments for the purpose of certifying catches and allowing for release of fish	Management	Reduce hooking mortality	Promote catch and release	Enhance tagging procedures where appropriate	Help maintain healthy billfish stock
International Game Fish Association (IGFA)	Mike Farrier, Board Member	Veterans Fishing Program	This project sponsors fishing trips for veterans, especially those wounded in action; purpose is to foster community support for veterans, introduce veterans to sportfishing, and provide conservaton education information	Outreach	Involve veterans in ocean sportfishing	Promote conservation in the angling community		Better resource management through education
International Game Fish Association (IGFA)	Mike Farrier, Board Member	Youth Fishing Tournaments	This project sponsors youth fishing trips to piers in southern California; purpose of trips is to introduce youth to sportfishing and provide conservation education information	Outreach	Involve youth in ocean sportfishing	Teach and promote conservation in the angling community		Better resource management through education
Long Beach Sport fishing	Steven Fukuto, President	Angler's Marine Resource Awareness	Provide daily angler ridership on vessels departing from Long Beach Sport fishing with information regarding status of the immediate fishing environment, update their knowledge with current fishing regulations, promote participation in catch and release fishing to remove amount needed for consumption.	Outreach	Angler education for resource preservation.	Shift angler experience from using catching daily bag limit as their goal to taking what is needed and activity as a social interaction event.	Demonstrate that Long Beach Sport fishing is advocating responsible angling to preserve fishing for the future.	Cultivate a base of returning clientele who believe in resource preservation; Instill all anglers the responsibility to participate in resource preservation.
Long Beach Sport fishing	Steven Fukuto, President	Participant, White Sea Bass Head Collection	White Sea Bass Hatchery support, education, and public awareness.	Outreach				Cultivate a base of returning clientele who believe in resource preservation; Instill all anglers the responsibility to participate in this project.

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Long Beach Sport fishing	Steven Fukuto, President	Youth Fishing Activities	Provide access for youth angler to experience deep sea fishing.	Outreach	Access for young anglers	Education of marine resource	Marketing of Long Beach Sport fishing for youth anglers to further their recreational deep sea sport fishing.	Cultivate a base of returning clientele who believe in resource preservation; Instill all anglers the responsibility to participate in this project.
NOAA Channel Islands National Marine Sanctuary	Chris Mobley, Manager	Outreach Program		Outreach	To provide the recreational fishing communities of Santa Barbara and Ventura Counties a voice on the multi-stakeholder Sanctuary Advisory Council	To educate and inform the recreational fishing community, agencies and other constituencies on issues that effect sport fishing.		An active, well informed recreational fishing community and well informed agencies and general public on recreational fishing perspectives.
NOAA Channel Islands National Marine Sanctuary	Chris Mobley, Manager	Research and Monitoring		Science	Collect information on some sport species for management			Data for management
NOAA Channel Islands National Marine Sanctuary	Chris Mobley, Manager	Sanctuary Education Team (SET)		Outreach	SET: To provide a long term education and outreach strategy related to marine reserves.	Adopt-A-Business: To insure the right education and outreach products are developed and efficiently delivered to the appropriate audiences.	Brochures and signage: To convey accurate and easy to understand information about the Sanctuary, park and marine reserves.	An informed and education fishing community, other sanctuary and park visitor and general public. See SET matrix for list of products developed and needed

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NOAA Channel Islands National Marine Sanctuary	Chris Mobley, Manager	Social Science Monitoring		Science	To understand the economics and social aspects of the CINMS recreational fishing community.			Economic assessment of recreational fishing in CINMS. Prioritized Social Science Monitoring Plan
NOAA Fisheries Service	Martin Golden, Pacific Recreational Fisheries Coordinator	NOAA Fisheries Service Ethical Angler Program	The basis for the NOAA Ethical Angler Program is the flyer with the seven principles of Ethical Angling that was developed in partnership with BoatUS. Components of the program include various outreach materials that support the program principles such as: Ethical Angler Flyer, Ethical Angler stickers, catch and release cards, Fishermen's Quick Reference Guide to Seabird Protection, Circle Hook brochure (English & Spanish), Tags Registry Flyer, and other educational materials that support the program.	Outreach	Teach angler conservation ethics	Promote fishing techniques & technologies that support program		Saltwater anglers that are knowledgeable in angler ethics and related conservation ideals - resulting in a more conservation oriented community.
NOAA Fisheries Service	Marty Golden, Pacific Recreational Fisheries Coordinator	California Youth Fishing Program	The California Youth Fishing Program for 2005 is designed to partner with non profit 501c organizations to provide opportunities for underprivileged youth to learn about saltwater fishing. The program involves a partnership with 976 Tuna and Friends of Rollo. Both groups take young people on ocean fishing trips. The trips include instruction on how to fish, marine conservation, and ethical angling ideals.	Outreach	Teach principles of marine fishing	Teach Marine conservation ideals	Teach principles of ethical angling	Underprivileged youth in southern California will learn principles of marine fishing and how marine conservation and ethical angling play a crucial part in the well being of the fishery.
NOAA Fisheries Service	Marty Golden, Pacific Recreational Fisheries Coordinator	California Saltwater Sportfishing Action Team	Implement the NOAA Recreational Fisheries Strategic Plan 2005-2010. This project involves all aspects of the Agencies effort to develop management, science and outreach programs that include a recreational fisheries focus. This program is designed to optimize recreational fishing constituents involvement in all Agency initiatives that have a connection to recreational fisheries.	Management/ Science	Involve the recreational fishing community in the Agency decision making process.	Inform the recreational fishing community about Agency programs and initiatives that are related to recreational fisheries		Better recreational fishing and a conservation oriented recreational fishing community.

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NOAA Fisheries Service	Marty Golden, Pacific Recreational Fisheries Coordinator	NOAA Fisheries Service Media Outreach Project (Pacific)	Develop regular communication links with media that has a recreational fisheries focus. The concept for this project is to work with magazines, newspapers, radio and TV stations to provide timely information to the angling community on issues of importance.	Management	Communicate with anglers in a timely manner regarding NOAA Fisheries Service Programs			Saltwater anglers that are knowledgeable about NOAA Fisheries Service programs and therefore better able to interact with the Agency on issues of concern.
NOAA Fisheries Service	Marty Golden, Pacific Recreational Fisheries Coordinator	Pacific Recreational Fisheries Information Network (RecFIN) Technical Committee	Serve on Committee. Committee is responsible for technical oversight of recreational fisheries data collection for California, Oregon, and Washington.	Science	Optimize and coordinate the quality of data collection programs	Make recommendations to improve data collection programs.	Communicate program information to recreational fishing constituents, scientists, and resource managers	High quality recreational fisheries data programs
NOAA Fisheries Service	Robert Hoffman, Fishery Biologist	Bolsa Chica Wetlands Restoration Project	Restoration of 880 acres of degraded former wetlands. Of these 880 acres approximately 300 acres will be restored to full tidal action and approximately 250 acres to muted tidal action.	Management	Restore former tidal wetlands	Enhance fishery populations	Achieve other wetland-related functions	Restored wetlands and enhanced fishery populations
NOAA Fisheries Service	Robert Hoffman, Fishery Biologist	SCE SONGS Mitigation Program	Restore 150 acres of impacted kelp habitat; restore 150 acres of wetlands.	Management	Offset the operational impacts of [the San Onofre Nuclear Generating Station] SONGS			150 acres of restored kelp; 150 acres of restored wetlands at San Nieguito lagoon
NOAA Fisheries Service - Northwest Science Center	Todd Lee, Economist	Stated Preference Valuation of West Coast Marine Recreational Fisheries	Use a stated preference survey methodology to measure the economic value of marine recreational fisheries in California, Oregon, and Washington.	Science				

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NOAA Fisheries Service - Southwest Regional Office	Craig Heberer, Lead biologist for US West Coast HMS FMP	U.S. West Coast Highly Migratory Species Fishery Management Plan	The FMP applies to commercial and recreational charter vessels based in California, Oregon, and Washington. Management area is EEZs and adjacent high seas areas. Management species include tunas, billfish, sharks, and dorado. The FMP is intended to:- ensure or contribute to international cooperation in the long-term conservation and sustainable use of highly migratory fish stocks that are caught by West Coast-based fishers- promote inter-regional collaboration in management of fisheries for species which occur in the Pacific Council's managed area and other Council's areas- establish procedures to facilitate timely implementation of future management actions, as necessary- ensure that fisheries are in compliance with laws and regulations to conserve and restore species listed pursuant to the ESA, MMPA, and MBTA	Management	Manage for sustainable fisheries	Reduce bycatch and protected species interactions	Promote effective monitoring, stock assessment, and enforcement	Long term sustainability and viability for commercial and recreational HMS fisheries. Promote cooperative approach on domestic and international stage.
NOAA Fisheries Service - Southwest Regional Office	Monica DeAngelis	Sea Lion Exclusion Barrier Testing for Marinas and Bait Receivers	With the increasing sea lion population along the California Coast, the number of sea lions hauling out in non-traditional areas such as docks and boats in marinas and on other available structures such as floating bait receiver pens has also increased. NMFS proposes to modify and test techniques to exclude sea lions from hauling out on docks and bait receivers. The methods developed would not be applicable for use on established haul out sites or rookeries or other natural habitat areas.	Management	The techniques proposed for this study would preclude multiple sea lions from hauling out on docks and bait receivers by installing heavy duty barriers, made of aluminum or galvanized metal and possibly plywood,	The techniques proposed for this study would preclude multiple sea lions from hauling out on docks and bait receivers by installing a sea-water feature, similar to a sprinkler.	The techniques proposed for this study would preclude multiple sea lions from hauling out on docks and bait receivers by testing visual deterrents such as flags or non-injurious acoustic deterrents to deter sea lions from hauling out.	NMFS expects to gather information on exclusion/deterrence methods to provide the public with tools to non-lethally deter marine mammals from hauling out in marinas, docks, boats, etc.
NOAA Fisheries Service, Santa Cruz Laboratory	Cindy Thomson, Economist	California Freshwater Salmon/Steelhead Angler Survey	Conduct economic impact and valuation analysis for the California freshwater salmon/steelhead fisheries	Science	Estimate economic impacts and value of fisheries on a river-specific basis	Evaluate the effects of potential changes in bag limits	Produce measures of economic value and interest useful for policy evaluation	Obtain results which are useful in addressing a variety of management objectives.

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NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Dave Holts, Research Fishery Biologist	Billfish Programs	These billfish programs are in the Large Pelagic section of the Fisheries Resources Division at the Southwest Fisheries Science Center, La Jolla, CA. The goal is to provide biological, habitat, movement, fishery, and abundance data for use in billfish stock assessments.	Science	The Billfish Angler Survey provides the only estimates of billfish angling activities in the Pacific and Indian Oceans. This collection of recreational billfish catch and effort data began in 1969 and now provides a 36 year index of fishing success in many key Pacific tourist locations.	The SWFSC's constituent-based Billfish Tagging Program began in 1963 and has provided tagging supplies to billfish anglers for 40 continuous years. Tag release and recapture data are used to determine movement and migration patterns, species distribution, and age and growth patterns of billfish.	Provide scientific advice on the biology, vital rates, physical habitat, movement, abundance, and status of Pacific billfish.	Billfish research activities support the FMP, SAFE requirements, stock assessments, and provide outreach to the recreational community. The Billfish Newsletter is an annual publication describing our billfish research.
NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Deanna Pinkard-Research Fisheries Biologist	The development of methods to estimate rockfish abundance and habitat type using sonar techniques confirmed by remotely operated vehicle (ROV) video surveys	In response to recent closures of areas within the Cowcod Conservation Area we are currently developing methods to quantify rockfish and their habitat using acoustic backscatter data verified by remotely operated vehicle (ROV) video surveys. Site locations where rockfish were known to be found in high numbers historically were provided by fishermen for acoustic surveys. ROV surveys were conducted shortly thereafter to groundtruth number, size and species of rockfish, and to determine specific habitat type. The main goal of this project is to provide standard techniques to efficiently and non-destructively monitor populations of cowcod and other commercially important rockfish species.	Science	To obtain abundance estimates for cowcod and other commercially important rockfish in the Southern California Bight.	To quantify the amount of available suitable rockfish habitat in the Southern California Bight.	To develop new methods of surveying rockfish that can lead to standardized monitoring in the future.	6 cruise reports/year several publications in peer-reviewed journals suggestions for fisheries management

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NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Dr. Stephen Stohs, Industry Economist	Estimating Benefits of the West Coast Highly Migratory Species CPFV Fleet	The purpose is to obtain estimates of angler benefits in the West Coast highly migratory species CPFV fishery. The plan is to collect socio-economic data on recreational fishing for highly migratory species in the West Coast CPFV fishery which are needed for statistical estimation of models that yield (1) the value of access to the fishery (what people are willing to pay for the opportunity to go recreational fishing in a particular area) and (2) the marginal value of catching fish (what people are willing to pay to catch another fish).	Science	To provide information about the value of access for recreational fisheries.	To help predict the economic impact on anglers due to changes in catch rates or in bag limits, or due to seasonal or area closures.	To satisfy requirements under the National Environmental Policy Act, the Regulatory Flexibility Act, the Magnuson-Stevens Fishery Conservation and Management Act, the Endangered Species Act, and other applicable federal laws.	Augmented coverage and detail in the socio-economic data for the West Coast highly migratory species fleet necessary to address the changes in economic value and economic impacts of recreational policies
NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	John Childers, Computer Specialist	Archival Tagging of Pacific Albacore	In 2001 SWFSC, in collaboration with American Fisherman's Research Foundation, began a pilot study to collect detailed information on the migration of juvenile albacore in the north Pacific. The study uses archival tags which are small data loggers that record depth, water temperature, internal fish temperature and ambient light levels every 60 seconds. The tags are surgically implanted in the abdominal cavity of the fish and when recaptured, the data are downloaded to computer. From the data collected, scientists are able to estimate daily locations of the fish as well as their daily behavior. To date 57 tags have been released from the San Diego long range fishing vessel SHOGUN. Of these, 4 have been recovered by the local San Diego sport fleet and private anglers. The local sport fishing fleet is important to this study as they are the primary source of fishing effort on albacore in southern waters and an important source for recovering the tags. A total of 180 tags have been released off southern California and northern Baja California of which 16 have been recovered.	Science	Determine detailed migration patterns of juvenile albacore for inclusion in stock assessments	Collect detailed insights into the biological habits of juvenile albacore	Collect detailed information on habitat use of juvenile albacore	Inclusion of detail migration habits in stock assessments will provide needed scientific advice to various international management bodies for continued sustainability of the stock

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NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Mary Yoklavich, Fisheries Ecology Division	Deepwater Rockfish Studies	Using a manned submersible, rockfish are identified and enumerated. The rockfish are counted on 10 or 15 minute timed transects and these transects are recorded on videotape. In the laboratory, these tapes are analyzed for such information as species, fish size, and bottom type. Using this data, we hope to determine species distribution and abundance. In the last year, we began a study with a longline survey to compare data from sub and longline surveys.	Science	Determine rockfish species distribution	Determine rockfish population estimates using manned submersibles for fish from untrawlable habitats	Compare longline and sub surveys and determine strengths and weaknesses in each method	Use the abundance data to help determine population size of certain rockfish species and use this data in stock assessments; produce manuscripts on rockfish distribution and on comparison between longline and sub survey methods
NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Tom Laidig, Fisheries Ecology Division	Juvenile Rockfish Studies	During the summer months, SCUBA surveys are conducted in Monterey Bay and near the town of Albion (Mendocino County) to measure the abundance of juvenile rockfish species occurring in the kelpbed. This project is ongoing and surveys have been conducted since 1983 in Albion and 200 in Monterey Bay. Some juveniles are collected and brought back to the lab where age and growth studies are carried out.	Science	Determine an annual recruitment abundance index for northern and central California juvenile rockfish	Compare growth rates of juveniles between areas	Compare timing of recruitment to the kelpbed of the juvenile rockfish between areas	The juvenile rockfish abundance estimates can be used in conjunction with other data to help predict year class strength in rockfish; another goal is to determine the causes of variability in annual juvenile rockfish abundance and growth
NOAA Gulf of the Farallones National Marine Sanctuary	Karen Reyna, Resource Protection Specialist	Fishing Activities Characterization - Ecotrust	Local sport and commercial fishermen, state and federal ocean managers and individuals from conservation organizations gave local fisheries information to the Gulf of the Farallones National Marine Sanctuary and economists and GIS specialists with Ecotrust. This information was transformed into a Geospatial database of historical and current fishing activities, including species fished, times fished and areas fished. This information was then reviewed and refined by the fishing community over a two year period to ground truth the data provided by fishery managers.	Management	Characterize the current and historical sport and commercial fishing activities, using knowledge from the local fishing community who spend fishing hours within the Gulf of the Farallones National Marine Sanctuary (Ano Nuevo to Bodega Bay).	Foster a better understanding of fishing activities within Sanctuary waters.	Use information for management decision making.	A detailed report (about 100 pages) will be produced. It will be used to inform the Sanctuaries Joint Management Plan Review, and will be distributed to state and federal fisheries and ocean ecosystem managers.

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NOAA Office for Law Enforcement (OLE)	Rick Hawkins, Enforcement Officer/COPPS Officer	Community Oriented Policing/Crime Prevention	Various outreach projects to increase public awareness of wildlife and habitat conservation and management issues, fresh and salt water, in California. Projects include teaching in public schools, attending public outreach events, Speaking at "Ocean User" organizations, and ECO tourism industry events and pro-active patrol/response.	Outreach	Educate current "Ocean Users" on mgmt and conservation issues	Introduce future "Ocean Users" to mgmt and conservation issues	Develop an on-going community based outreach program for the above	Reinforce sound and responsible ocean use, educate future "Ocean Users" increase voluntary compliance of conservation laws.
NOAA, Marine Protected Areas Science Institute, National MPA Center	Charles M. Wahle, PhD, Director	Benthic-Pelagic Linkage in MPA Design	The Benthic-Pelagic Linkages Project explores the degree to which benthic communities that are often the focus of place-based conservation measures like MPAs are linked or coupled ecologically with pelagic fishes that are often targeted by recreational fishing. This information is intended to strengthen the scientific foundation for sound, practical, and equitable management decisions about the siting and design of MPAs in different marine ecosystems around the US.	Science	Understand the current state of knowledge about benthic-pelagic linkages and coupling in different US marine ecosystems	Develop an initial suite of guidance principles intended to inform the siting and design of MPAs in light of what we know about benthic-pelagic coupling, especially where vertical zoning of fishing and other extractive activities are being considered	Identify high priority gaps in our understanding of ecological linkages within the water column and develop research partnerships and strategies to fill them	Preliminary synthesis of existing scientific literature on benthic-pelagic linkages in the US; workshop summary; management guidance; research partnerships

Organization	Name and Title	Project Name	Project Description	Category	Main Goal #1	Main Goal #2	Main Goal #3	Outcomes/Products
NOAA/NOS/Damage Assessment Center	David Witting, Fish Biologist	Montrose Settlements Restoration Program	Funded through a legal settlement with the Montrose Chemical Company and other defendants, the Montrose Settlements Restoration Program is tasked with restoring resources injured by the release of PCBs and DDTs onto the Palos Verdes Shelf. These resources include bald eagles, peregrine falcons, seabirds, fishing and fish habitats. The fishing injury involves the loss of fishing opportunity caused by fish consumption advisories around the Palos Verdes shelf.	Management	Design and implement fishing site improvements, including habitat modifications and facilities improvements, that restore or improve fishing opportunities. Habitat modifications include constructing artificial reefs that displace highly contaminated soft-bottom species with less contaminated reef-dwelling species.	Generate and distribute outreach material [e.g., fish ID chart] that provides anglers recommendations regarding which fish species and what fishing sites are "safe" for fishing with respect to exposure to DDTs and PCBs.	Provide funding for projects that facilitate the restoration wetlands that will function as nursery habitat for coastal marine fishes. Provide funding for projects that will evaluate the viability of Marine Protected Areas as a management tool for our marine fish resources.	Improved access to less contaminated fish for shore-based anglers; Improved resource confidence for anglers; increased production of wetland-dependent species ; and an improved evaluation of MPAs. as management tool
Pacific States Marine Fisheries Commission (PSMFC)	Russell Porter	RecFIN		Science				
Recreational Fishing Alliance (RFA)	Joel Greenberg, Co-Chair SoCal Chapter	California Coastal National Monument (CCNM) Partnership		Management	Protection of access rights for recreational fishing to the waters adjacent to CCNM lands	Cooperative support for CCNM projects with both volunteers and publicity		A positive and constructive relationship between the CCNM management and the angling community

Organization	Name and Title	Project Name	Project Description	Category	Main Goal #1	Main Goal #2	Main Goal #3	Outcomes/Products
Recreational Fishing Alliance (RFA)	Joel Greenberg, Co-Chair SoCal Chapter	Groundfish Taskforce	A series of meetings, workshops and conference calls wherein scientists and managers from the CDFG, PFMC members, fishing and conservation representatives meet to discuss options for future groundfish management	Management	Provide an opportunity to review the most recently available management models and explore options	Allow stakeholder groups to be involved in the decision making process before regulations are crafted		Improved stakeholder buy-in to the resultant rulemaking.
Recreational Fishing Alliance (RFA)	Joel Greenberg, Co-Chair SoCal Chapter	Statewide Interests Group – Marine Life Protection Act Initiative	This group advises the MLPA Initiative Blue Ribbon Task Force and professional staff to the Initiative on the overall process to develop a draft master plan framework and network of marine protected areas along the California coast about issues and opportunities that may improve public involvement in the process. This also involves communication back with RFA leadership, members and representatives of allied organizations on issues and developments arising from the MLPA Initiative.	Outreach	Ensure that there is ongoing dialogue between the MLPA Initiative and the recreational angling community	Ensure successful implementation of Initiative with minimal impacts on recreational fishing and coastal economies		MPAs in federal and state waters that have least negative impacts and still meet the legislative goals of the Initiative.
Recreational Fishing Alliance (RFA) NorCal Chapter Chair	Jim Martin, West Coast Regional Director	California Fisheries Coalition	In order to more fully participate in the implementation of California's Marine Life Protection Act, the RFA co-founded the California Fisheries Coalition, which counts 24 member organizations. The Coalition represents both sport fishing organizations and commercial fishing associations.	Management	To work collaboratively with other stakeholders in the MLPA process	Prevent adverse impacts to recreational fisheries by marine protected areas	Increase recreational fishing input into the MLPA process	Promote a fair and equitable outcome to the MLPA that minimizes adverse impact of MPAs on fishing.
Recreational Fishing Alliance (RFA) NorCal Chapter Chair	Jim Martin, West Coast Regional Director	Coho Salmon ID chart	RFA has printed 15,000 coho salmon ID charts, with artwork provided by California Department of Fish & Game. RFA members will distribute these cards on the north coast to help anglers reduce coho salmon mortality.	Management	Reduction of coho salmon mortality in the recreational saltwater fishery for Chinook salmon.	Education of anglers about salmon species.	Supporting worthy projects of CDFG that have lost funding.	Fewer tickets to anglers found in possession of coho salmon; reduced coho mortality
Recreational Fishing Alliance (RFA) NorCal Chapter Chair	Jim Martin, West Coast Regional Director	Groundfish Advisory Panel to the PFMC	RFA's Oregon State Chair, John Holloway, and West Coast Regional Director Jim Martin serve on the Groundfish Advisory Subpanel to the Pacific Fisheries Management Council. RFA represents saltwater anglers and communicates with our membership and the wider public on issues pertaining to rockfish and other groundfish on the West Coast.	Management	Provide recreational fishing perspectives and expertise to the PFMC	Protect the rights of saltwater anglers and jobs in the recreational fishing industry	Advise the PFMC on decisions related to groundfish	Increased recreational fishing representation, particularly from non-charter, private boaters, gives more balance to a traditionally commercial fishing-slanted Council.

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Recreational Fishing Alliance (RFA) NorCal Chapter Chair	Jim Martin, West Coast Regional Director	Legislative Agenda	Support AB 749, which would limit the number of commercial crab pots to 250 per boat, and give authority to the Fish & Game Commission to manage Dungeness Crab.	Management	Extend the crab season for both recreational and commercial fishermen.	Reduce opportunities for waste.		Better allocation of Dungeness Crab to recreational fishermen and small-boat commercials.
San Diego Anglers	Ralph J. Konzal	Muscular Dystrophy Fishing Charter	The Club sponsors an annual fishing charter aboard the "Vagabond" for 20 wheel chair bound patients	Outreach	Give these young people something to look forward to as their lives are so short. They only live to about 18 to 20 years.			
Scripps Institution of Oceanography	Sarah Glaser, graduate student	Albacore Stomachs Study	I would like to accompany a trip for one or two days a month during July, August, September, and October. I would not fish myself, but would collect stomachs from fish caught by the customers on the boat.	Science	Investigation of feeding habits of albacore in the California Current.			
Sport fishing Association of California (SAC)	Bob Fletcher, President	Catch, Tag, and Release of Yellow Fin Tuna and Wahoo	Catch, tag, and release of yellow fin tuna and wahoo at Revillagigedo Islands Biosphere Reservation from the sport boat ROYAL STAR	Science	Transport scientific staff of IATTC and Mexican National Fisheries Institute to target area	Using rod and reel, catch tuna and wahoo, implant archival tags, release, and track	Better understand movements of large tuna and wahoo	
Sport fishing Association of California (SAC)	Bob Fletcher, President	Collection of Cowcod Broodstock	The vessel OUTER LIMITS, working with the Hubbs-Sea World Research Institute (H-SWRI), has developed a technique for capturing cowcod and pressurizing them so they will survive capture.	Science	Collect a population of cowcod for captive breeding	Develop the tools for bringing cowcod up from depth and have them acclimated to tanks		

Organization	Name and Title	Project Name	Project Description	Category	Main Goal #1	Main Goal #2	Main Goal #3	Outcomes/Products
Sport fishing Association of California (SAC)	Bob Fletcher, President	Cooperative Research with ROV and Sonar	The sport boat OUTER LIMITS works with the SWFSC and sport boat operators to map rockfish habitat and fish population of depleted rockfish	Science	Fully identify all rockfish habitat in southern California bight	Develop tool (acoustic sonar) to identify different rockfish, so as to develop stock assessment method that does not need to take rockfish		
Sport fishing Association of California (SAC)	Bob Fletcher, President	Doyle Hanan - Catch, Tag, and Release Nearshore Rockfish (NS RF)	Using commercial passenger fishing vessels (CPFVs) and anglers, target NS RF for tag and release fishing trips.	Science	Help determine distribution and abundance of important NS RF by tag and release fishing trips on CPFVs	Better educate crews and anglers on scientific processes		
Sport fishing Association of California (SAC)	Bob Fletcher, President	Friends of Rollo	Friends of Rollo kids fishing program takes kids fishing.	Outreach	Introduce more children to the fun of sport fishing	Bring all classes of kids, from underprivileged to affluent, to fishing		Introduce more youngsters to fishing
Sport fishing Association of California (SAC)	Bob Fletcher, President	Hook and Line Survey of Bocaccio	Conducting hook and line survey of bocaccio in southern California bight with NWFSC and PSMFC using cooperative research funding	Science	Identify the distribution and abundance of bocaccio in the southern California bight	Develop a working relationship with PSMFC and the sport fishing industry		
Sport fishing Association of California (SAC)	Bob Fletcher, President	SAC and Ed McEwan Kids Fishing Programs	Make grants to SAC vessels to take kids fishing. Ed McEwan Program is to take a few kids on an overnight trip.	Outreach	Introduce kids to sport fishing	Take kids on dayboats - groups	Take kids on overnight trips	

Organization	Name and Title	Project Name	Project Description	Category	Main Goal #1	Main Goal #2	Main Goal #3	Outcomes/Products
Sport fishing Association of California (SAC)	Bob Fletcher, President	White Seabass Enhancement Hatchery Program	Help in capture of white seabass broodstock and assist in moving juveniles to grow-out facilities at Cat Harbor, Catalina Island	Science	Collect and hold white seabass broodstock and provide to white seabass hatchery	As needed, move young white seabass to offshore grow-out pens		
United Anglers of Southern California (UASC)	Tom Raftican, President	Rigs to Reefs	Keep decommissioned oil platforms in the region as artificial reefs	Management	Raise awareness of the value of reefs	Provide opportunity for science-based studies to understand artificial reefs	Look for ways to fund marine projects	Better artificial reefs in southern California
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	California Shore/Beach Survey	Conduct a survey of fishing locations along the California coast	Outreach	Development of a coast-wide shore fishing site survey (as identified by anglers)			Improved information for shore anglers
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Collaboration on CA Shark and Ray Count	Collaboration on California state shark and ray count in Ventura	Science	Teach anglers about sharks and rays	Develop tagging programs on piers for sharks and rays	Develop better count on sharks and rays	Help the population of sharks and rays
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Endangered Heritage Piers Listing	Develop a list of endangered piers and construct a plan for their restoration and continued use	Outreach	Maintenance of the "heritage" piers			Keep "heritage" piers open to the public
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Fish Rulers for Piers		Outreach	Place a set of area-specific regulations on all piers.	Pace "fish rulers" on all piers.	Place "Safe Eating Information" on all piers.	Better understanding of the fish regulations should benefit the fisheries; better understanding of what fish are safe to eat should benefit all affected anglers
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Kids Fishing Days	Participation in kids fishing days throughout the state	Outreach	Teach kids how to fish	Teach kids ethical methods of fishing		Better anglers

Organization	Name and Title	Project Name	Project Description	Category	Main Goal #1	Main Goal #2	Main Goal #3	Outcomes/Products
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Loaner Program for Rods and Reels	Development of a state-wide loaner program to provide rods and reels to new fishermen	Outreach	Teach youngsters how to fish			Develop anglers for the future
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Mobile Model Education Exhibit	Develop a mobile exhibit that can be taken to different pier and shore areas (a self-enclosed trailer containing hands-on exhibits concerning angling).	Outreach	Education of anglers and non-anglers	Distribution of literature (NOAA and other) to anglers	Development of local groups to support pier and shore access/angling	Improved knowledge for anglers
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Model Pier and Pier/Shore Sport fishing Center	Creation of a model pier and pier/shore sport fishing center, based on the sport fishing education center in Babylon, New York	Outreach	Promotion of sport fishing as recreation for the entire family	Education of angling ethics including catch and release, and education on marine resources and ecosystems	Create a museum on the history of California's unique system of public piers; provide hands-on exhibits, rod and reel loaner program, and ability to learn how to fish from an adjoining pier	Education of the public about anglers, specifically pier/shore based angling
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Pier License Requirements Study	Interact with anglers in order to give a recommendation to CDFG regarding the possible elimination of non-license requirements on public piers	Outreach	Provide input to CDFG on the issue of free versus license requirement on piers			Improved ethics on the piers
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Pier Restoration Survey		Outreach	Measure the local support for the restoration of the Werder Pier.	Gain the support of San Mateo County for the restoration of the Werder Pier.		UPSAC feels there is considerable support for the restoration of the Werder Pier and if that can be shown to be true then money will be available from San Mateo County (and others) for a restoration of the pier.

Organization	Name and Title	Project Name	Project Description	Category	Main Goal #1	Main Goal #2	Main Goal #3	Outcomes/Products
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Production of Fish-Friendly Nets	Develop an economical method for producing and selling, or find a producer willing to produce and sell, nets with a tighter mesh for preventing the harm currently done to fish, i.e., halibut	Science	Find a way to produce and get to the public better nets for catch and release			Help fish, especially halibut, be released in a much better condition
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Study - Mandatory Training Classes for Anglers	Support recommendation to CDFG on the need for mandatory classes for anglers	Outreach	Improved knowledge for anglers	Improved effects on fisheries		Improvement in angler's knowledge and better methods for handling fish
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Surf Fishing Classes	Seminars to be provided at Bolsa Chica State Beach this summer	Outreach	Education of new anglers	Provide test model for state-wide classes		Improved knowledge by surf fishermen
United Pier and Shore Anglers of California (UPSAC)	Ken Jones, President	Water Conditions Network		Science	Provide Bay Area Anglers access to instant data concerning water conditions at 50 sites throughout San Francisco Bay and upstream to Rio Vista.	To some degree Bay Area fishing becomes more challenging each year. This site will allow anglers to use modern technology to enhance their fishing experiences.		This would be the definitive site for credentialed water and fishing conditions and provide the means for the development of a more detailed history. Raw data to fisheries management on real fishing conditions experienced by anglers. Standards-based allows federation with other data sources of the same standard, such as the SFSU NetBEAMS project at the Romberg Tiburon Center. GIS map of Bay-Delta and the "hot-byte" data plots.
US Fish and Wildlife Service (USFWS), Division of Federal Assistance	Ray Temple, Fishery Biologist	Coastal Wetlands Programs		Management				

Organization	Name and Title	Project Name	Project Description	Category	Main Goal #1	Main Goal #2	Main Goal #3	Outcomes/Products
US Fish and Wildlife Service (USFWS), Division of Federal Assistance	Ray Temple, Fishery Biologist	Federal Aid in Sportfish Restoration	The Division of Federal Assistance administers grants to the California Department of Fish and Game from funds allocated to CDFG through the Sportfish Restoration program. CDFG uses grant funds for management and research activities in support of marine recreational fisheries.	Management	The goal of this grant program (separate from CDFG's goals for their use of the funds) is to aid CDFG's marine fishery management by providing funding not otherwise available for core resource evaluations and management responses.			Annual progress reports to USFWS from CDFG; reports, plans, and publications for other audiences.
US Fish and Wildlife Service (USFWS), Division of Federal Assistance	Ray Temple, Fishery Biologist	Habitat Restoration Program	Response to National Fish Passage Proposal	Management				
US Fish and Wildlife Service (USFWS), Division of Federal Assistance	Ray Temple, Fishery Biologist	National Fish Hatcheries Program	Production and release of central valley stock fall Chinook salmon, about 13 million per year	Management	Contribute to salmon fisheries	Escapement for hatchery broodstock and natural production		Harvest in fisheries, contribution to central valley Chinook salmon recovery

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WaveWalker Charters, Santa Barbara	Capt. David Bacon, Charter Captain	Ongoing Onboard Angler Survey	Spend an average of 1.5 hours per charter discussing specific fisheries-related topics with an average of 4 adult passengers per trip. I run roughly 120 trips per year, so that is 180 survey hours with 480 anglers (180 hours times 4 adult anglers per trip is 720 individual survey hours). The purpose of this survey project is to understand what fisheries management practices are harmful and helpful to public perception of the health of our fisheries and the need for specific fisheries management practices. See Goals below.	Outreach	Understand the impact on public perception caused by the creation of MPAs and understand public perception of the credibility of the science used to justify them.	Understand public perception of regulatory changes measured against personal experience. For example, closing down deeper water to bottom fishing, when fish are clearly plentiful. Another example is special protections for bocaccio when we have to move the boat repeatedly in an attempt to get away from them.	Understand public angst at the difficulty of keeping abreast of regulatory changes. Ooohhh...do I get an earful on this topic!	Achieve a much better understanding of the issues important to my hero and customer... Joe Lunchbucket Fisherman. Entire industries and local economies depend on Joe. We need to better understand how he feels and what motivates him.

Part B – Programmatic Information

Organization	Project Name	Annual Project Budget	Number of Staff/FTE	Funding Source	FY05	FY06	FY07	FY08	Project Status	List of Partner Organizations/Agencies
California Department of Fish and Game (CDFG)	California Recreational Fisheries Survey Program (CRFS)	\$2,400,000	35+	Federal/State	X	X	X	X	Ongoing	
California Sea Grant - Cooperative Extension	Marine Fisheries Newsletter	<\$1,000	1	Federal/State	X	X	X		Ongoing	Fishing groups, CDFG, NMFS, other universities
California Sea Grant - Cooperative Extension	Halibut Stock Assessment Project	\$1,000 (+ match)	0.1	Federal/State/Private	X	X	X	X	Ongoing	CDFG and recreational anglers
California Sea Grant - Cooperative Extension	Poke-Pole Project	\$3,000	1	Federal	X				Proposed	Humboldt State University and local nearshore commercial fishermen
California Sea Grant - Cooperative Extension	Razor Clam Project	\$5,000	1.5	Federal	X	X			Ongoing/Proposed	California Dept Fish & Game and Humboldt State University
California Sea Grant - Cooperative Extension	Collaborative Nearshore Fish Research Project	\$90,000	~ 2	Federal	X				Ongoing	Golden Gate Fishermen's Association, Coastside Fishing Club and Bay Area anglers
California Sportfishing Protection Alliance	Fishery Policy Advocacy									
California Sportfishing Protection Alliance	Suisun Creek Watershed Program	\$250,000	4		X	X	X		Ongoing	
Catch-22 Fisheries	Best Practices Angler Education Video (DVD)			Private					Ongoing	Seeking collaborators
Catch-22 Fisheries	Voluntary Kelp Bass Slot Limit Shirt Project	\$7,500	0.25	Private	X	X	X	X	Ongoing	Seeking collaborators
Coastside Fishing Club	Coastside Kids Fishing Program	\$15,000	1	Private	X	X	X	X	Ongoing	Norcal Skippers Club
Coastside Fishing Club	Coastside Rockfish Barotrauma Study	\$32,000	1	Private	X	X	X	X	Ongoing	Oregon State University

Organization	Project Name	Annual Project Budget	Number of Staff/FTE	Funding Source	FY05	FY06	FY07	FY08	Project Status	List of Partner Organizations/Agencies
Coastside Fishing Club	Rockfish Identification Program	\$7,000	1	Private		X	X	X	Proposed	
Coastside Fishing Club	Rockfish Rearing Program	\$150,000	3	Private		X	X	X	Proposed	But we have not received monetary commitments from any other organizations to aid this program.
Coastside Fishing Club	Salmon Enhancement Program	\$7,000	1	State/Private	X	X	X	X	Ongoing	Golden Gate Fishermans Association, Fisheries Foundation
Coastside Fishing Club, Golden Gate Fishermans Association	Rock Cod Tagging Study				X				Ongoing	Rick Starr, Moss Landing Marine Lab, NOAA Sea Grant
Coastside Fishing Club, Golden Gate Fishermans Association	Children of Military Veterans Project			Private	X				Ongoing	Coastside Fishing Club
Coastside Fishing Club, Golden Gate Fishermans Association	Humboldt Squid Study			Federal						Huli Cat and John Field, NOAA lab
Coastside Fishing Club, Golden Gate Fishermans Association	Point Reyes Bird Observatory Study								Ongoing	Point Reyes Bird Observatory
Coastside Fishing Club, Golden Gate Fishermans Association	Salmon Tagging Project			Federal					Ongoing	
Fishery Enhancement and Research Foundation (FERF)	Rockfish Identification Poster and Hand Guide	\$15,000	2	Federal/State/Private	X	X	X	X	Ongoing	CDFG; partial funding for limited production may be provided by the Sportfish Restoration Act

Organization	Project Name	Annual Project Budget	Number of Staff/FTE	Funding Source	FY05	FY06	FY07	FY08	Project Status	List of Partner Organizations/Agencies
Fishery Enhancement and Research Foundation (FERF)	San Francisco Bay California Halibut Research and Hatchery Program	\$110,000	2	Federal/State/Private	X	X	X	X	Proposed	The proposed project will involve participation of UC Davis, CDFG, San Francisco State Univ. Romberg Tiburon Center, Marine Science Institute of Redwood City (MSI) and volunteers from the recreational and commercial fishing community in the region. The ongoing San Francisco Bay Halibut Tagging Program is a collaboration of MSI and CDFG with FERG to study halibut movement.
Fishery Enhancement and Research Foundation (FERF)	Tagging Study of the Movement and Migration of California Halibut In San Francisco Bay and Adjoining Coastline	\$4,330		State	X				Ongoing	Recreational Fishing Alliance (Mike LaRocco (707) 888-0120)
Golden Gate Fishermans Association	Canary Rockfish Population Study				X	X	X		Proposed	
International Game Fish Association (IGFA)	Billfish Tournament Observer Program			Federal, Private	X	X	X	X	Ongoing	NOAA Fisheries Service
International Game Fish Association (IGFA)	Veterans Fishing Program			Private	X	X	X	X	Ongoing	Multiple fishing clubs in southern California
International Game Fish Association (IGFA)	Youth Fishing Tournaments			Private	X	X	X	X	Ongoing	UPSAC, Tuna Club of Avalon, other fishing clubs in southern California
Long Beach Sport fishing	Angler's Marine Resource Awareness								Ongoing	All CPFV moored at Long Beach Sport fishing: Eldorado, Native Sun, Liberty, Chubasco III, Tide Change, Victory
Long Beach Sport fishing	Participant, White Sea Bass Head Collection								Ongoing	All CPFV moored at Long Beach Sport fishing: Eldorado, Native Sun, Liberty, Chubasco III, Tide Change, Victory
Long Beach Sport fishing	Youth Fishing Activities	\$6,000	1	Private	X	X	X	X	Ongoing	Friends of Rollo/United Anglers, Western Fishing & Boating Radio, 976-Tuna
NOAA Channel Islands National Marine Sanctuary	Outreach Program	\$150,000	1 FTE & .5 time contractor	Federal	X	X	X	X	Ongoing	See SAC and working group membership list – see Web Site

Organization	Project Name	Annual Project Budget	Number of Staff/FTE	Funding Source	FY05	FY06	FY07	FY08	Project Status	List of Partner Organizations/Agencies
NOAA Channel Islands National Marine Sanctuary	Research and Monitoring	\$235,000	25 FTE	Federal	X	X	X	X	Ongoing	Pfleger Institute of Environmental Research NPS UCSB Reef Environmental Education Foundation (REEF)
NOAA Channel Islands National Marine Sanctuary	Sanctuary Education Team (SET)	\$120,000 labor; \$50,000 product development	1 FTE	Federal	X	X	X	X	Completed/Ongoing/Proposed	SET: Sanctuary Advisory Council (SAC) members and invited public including representatives from the fishing community. Adopt-A-Business: Currently there are approximately 80 + businesses that carry this information. Channel Islands Naturalist Corps volunteers stock the stores. Brochures and signage – numerous federal, state, local and non-profit and private entities. For example, the a working group of the SAC comprised of local mariners and recreational anglers worked with Sanctuary, Park and DFG staff to design the Protecting Your Channel Islands brochure.
NOAA Channel Islands National Marine Sanctuary	Social Science Monitoring	\$45,000/yr FTE - \$140,000/yr (total to date - \$560,000) \$120,000 awarded for data gathering purposes	0.5 FTE from 1999 to 2006	Federal	X	X	X	X	Ongoing	
NOAA Fisheries Service	NOAA Fisheries Service Ethical Angler Program		3	Federal					Ongoing/Proposed	Boat U.S. and other recreational fishing organizations. Not specifically proposed for funding, however, funding needs are about \$20K
NOAA Fisheries Service	California Youth Fishing Program	\$2,000	1 to 2	Federal/Private	X				Ongoing	776 Tuna - \$1,000; Friends of Rollo - \$1,000
NOAA Fisheries Service	California Saltwater Sportfishing Action Team		1	Federal	X	X	X	X	Ongoing	All organizations involved with saltwater recreational fisheries in California.
NOAA Fisheries Service	NOAA Fisheries Service Media Outreach Project (Pacific)		1	Federal	X	X	X	X	Ongoing	Other NOAA Offices that have a recreational fisheries connection.

Organization	Project Name	Annual Project Budget	Number of Staff/FTE	Funding Source	FY05	FY06	FY07	FY08	Project Status	List of Partner Organizations/Agencies
NOAA Fisheries Service	Pacific Recreational Fisheries Information Network (RecFIN) Technical Committee		1	Federal	X	X	X	X	Ongoing	Oregon, Washington, California, Pacific States Marine Fisheries Commission, and the Pacific Fishery Management Council
NOAA Fisheries Service	Bolsa Chica Wetlands Restoration Project		1	Federal/State/Private	X	X	X	X	Ongoing	State Lands Commission, USFWS, COE, EPA, State Resources Agency, CDFG
NOAA Fisheries Service	SCE SONGS Mitigation Program		1	Private	X	X	X	X	Ongoing	USFWS, CDFG, CA Coastal Commission
NOAA Fisheries Service - Northwest Science Center	Stated Preference Valuation of West Coast Marine Recreational Fisheries			Federal	X				Ongoing	
NOAA Fisheries Service - Southwest Regional Office	U.S. West Coast Highly Migratory Species Fishery Management Plan		1 FTE	Federal/State	X	X	X	X	Ongoing	CDFG, WDFW, ODFW, USFWS, NRDC, UASC, SAC, Tribes, commercial fishing rep's, USCG, DOS, IATTC, WPFMC, WCPFC, Academia and NGOs.
NOAA Fisheries Service - Southwest Regional Office	Sea Lion Exclusion Barrier Testing for Marinas and Bait Receivers	\$85,000 total budget	4	Federal	X				Ongoing	Dr. Doyle Hanan from Hanan & Associates, City of Monterey (Office of the Harbormaster), Redondo Beach Marina (including the owner(s) of the bait receiver), Ervingham Brothers (bait receiver in San Diego), Marina del Rey Sport fishing, Inc., Moss Landing Marina, and Monterey Bay Research Institute.
NOAA Fisheries Service, Santa Cruz Laboratory	California Freshwater Salmon/Steelhead Angler Survey		2	Federal	X				Ongoing	
NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Billfish Programs	\$10,000	1.5	Federal		X	X	X	Ongoing	CDFG, IATTC, SWR, TOPP, TBF, Southern California billfish Angling Clubs

Organization	Project Name	Annual Project Budget	Number of Staff/FTE	Funding Source	FY05	FY06	FY07	FY08	Project Status	List of Partner Organizations/Agencies
NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	The development of methods to estimate rockfish abundance and habitat type using sonar techniques confirmed by remotely operated vehicle (ROV) video surveys		6	Federal/Private	X	X			Ongoing	CDFG, Local Fishermen
NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Estimating Benefits of the West Coast Highly Migratory Species CPFV Fleet	\$ 90,000	4	Federal	X	X			Ongoing	CPFV industry representatives
NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Archival Tagging of Pacific Albacore	\$200,000	2	Federal	X	X			Ongoing	IATTC, TOPP, MBA
NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Deepwater Rockfish Studies	\$130,000	1.5	Federal, Private	X	X	X	X	Ongoing	Bob Lea, CDFG; Milton Love, Univ. of California at Santa Barbara; Brian Tissot, Washington State Univ.
NOAA Fisheries Service, Southwest Fisheries Science Center (SWFSC)	Juvenile Rockfish Studies	\$50,000	1	Federal	X	X	X	X	Ongoing	Sometimes divers are used from other organizations; also, this year we are starting to enlist the help of recreational divers in finding and identifying areas of juvenile rockfish abundance
NOAA Gulf of the Farallones National Marine Sanctuary	Fishing Activities Characterization - Ecotrust		4	Federal/Private	X				Completed	Ecotrust, California Department of Fish and Game, Gulf of the Farallones and Cordell Bank Fishing Activities Working Group.
NOAA Office for Law Enforcement (OLE)	Community Oriented Policing/Crime Prevention	\$10,000	1	Federal		X	X	X	Ongoing	Sport fishing clubs/organizations, Scuba diving clubs, NGOS, state conservation agencies, sport fishing and ECO tourism industries, Public schools... list is very large.
NOAA, Marine Protected Areas Science Institute, National MPA Center	Benthic-Pelagic Linkage in MPA Design	\$125,000	3	Federal	X	X			Ongoing	Project Contractors - UMass Urban Harbors Institute Project Team - National MPA Center, NMFS/SWFSC/Santa Cruz Lab Workshop participants - mix of NOAA, state, academic, and industry representatives; list is being finalized and will be sent to M. Golden when completed

Organization	Project Name	Annual Project Budget	Number of Staff/FTE	Funding Source	FY05	FY06	FY07	FY08	Project Status	List of Partner Organizations/Agencies
NOAA/NOS/Damage Assessment Center	Montrose Settlements Restoration Program	\$2,000,000	4	Private	X	X	X	X	Ongoing/Proposed	Trustee agencies (NOAA, FWS, NPS, CDGF, State Lands Commission, State Parks); EPA; LACSD; various NGOs and CBOs.
Pacific States Marine Fisheries Commission (PSMFC)	RecFIN								Ongoing	
Recreational Fishing Alliance (RFA)	California Coastal National Monument (CCNM) Partnership		~15							
Recreational Fishing Alliance (RFA)	Groundfish Taskforce		4						Ongoing	CDFG, PFMC, NOAA Fisheries
Recreational Fishing Alliance (RFA)	Statewide Interests Group – Marine Life Protection Act Initiative		25	Private	X	X			Ongoing	California Fisheries Coalition – approximately 25 California organizations representing sport and commercial fishing, coastal communities, port captains and harbor masters working together to maximize cooperative stakeholder representation in the MLPA Initiative process
Recreational Fishing Alliance (RFA) NorCal Chapter Chair	California Fisheries Coalition			Private	X				Ongoing	
Recreational Fishing Alliance (RFA) NorCal Chapter Chair	Coho Salmon ID chart	\$2,000	1	State/Private	X				Ongoing	Mendocino County Fish & Game Commission; Department of Fish & Game
Recreational Fishing Alliance (RFA) NorCal Chapter Chair	Groundfish Advisory Panel to the PFMC			Federal	X	X			Ongoing	
Recreational Fishing Alliance (RFA) NorCal Chapter Chair	Legislative Agenda			Private					Ongoing	Pacific Federation of Fishermen's Associations (PCFFA)
San Diego Anglers	Muscular Dystrophy Fishing Charter		20	Private	X	X	X	X	Ongoing	
Scripps Institution of Oceanography	Albacore Stomachs Study		1 FTE						Proposed	
Sport fishing Association of California (SAC)	Catch, Tag, and Release of Yellow Fin Tuna and Wahoo			Private		X	X		Proposed	Mexican National Fisheries Institute (INP), IATTC, anglers, crew of ROYAL STAR

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Sport fishing Association of California (SAC)	Collection of Cowcod Broodstock			Private	X				Ongoing	H-SWRI and CDFG, with permits from NMFS
Sport fishing Association of California (SAC)	Cooperative Research with ROV and Sonar			Federal/State	X	X			Ongoing	Owners and operators of CPFVs with experience in targeting rockfish in southern California waters
Sport fishing Association of California (SAC)	Doyle Hanan - Catch, Tag, and Release Nearshore Rockfish (NS RF)	\$110,000		Federal/State	X	X			Ongoing	CDFG, PSMFC
Sport fishing Association of California (SAC)	Friends of Rollo			Private	X	X	X	X	Ongoing	UASC, angler groups
Sport fishing Association of California (SAC)	Hook and Line Survey of Bocaccio			Federal	X	X	X	X	Ongoing	NWFSC, PSMFC
Sport fishing Association of California (SAC)	SAC and Ed McEwan Kids Fishing Programs			Private	X	X	X	X	Ongoing	
Sport fishing Association of California (SAC)	White Seabass Enhancement Hatchery Program			State/Private	X				Ongoing	CDFG, UASC
United Anglers of Southern California (UASC)	Rigs to Reefs			Private					Proposed	California Artificial Reef Enhancement Program (CARE)
United Pier and Shore Anglers of California (UPSAC)	California Shore/Beach Survey			Private	X	X			Ongoing	
United Pier and Shore Anglers of California (UPSAC)	Collaboration on CA Shark and Ray Count			Private	X	X			Proposed	CA State Shark and Ray Count, Ventura College
United Pier and Shore Anglers of California (UPSAC)	Endangered Heritage Piers Listing			Private	X	X			Ongoing	
United Pier and Shore Anglers of California (UPSAC)	Fish Rulers for Piers	\$30,000	volunteer	State	X	X			Proposed	Possible—California Department of Health Services & San Francisco Estuary Institute
United Pier and Shore Anglers of California (UPSAC)	Kids Fishing Days			Private	X	X			Ongoing	San Diego Sport fishing Council

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United Pier and Shore Anglers of California (UPSAC)	Loaner Program for Rods and Reels			Private	X				Ongoing	
United Pier and Shore Anglers of California (UPSAC)	Mobile Model Education Exhibit			Private		X			Proposed	
United Pier and Shore Anglers of California (UPSAC)	Model Pier and Pier/Shore Sport fishing Center			Private				X	Proposed	
United Pier and Shore Anglers of California (UPSAC)	Pier License Requirements Study			Private	X				Ongoing	
United Pier and Shore Anglers of California (UPSAC)	Pier Restoration Survey	\$4,000-\$6,000	volunteer	State	X				Proposed	
United Pier and Shore Anglers of California (UPSAC)	Production of Fish-Friendly Nets			Private		X			Ongoing	
United Pier and Shore Anglers of California (UPSAC)	Study - Mandatory Training Classes for Anglers			Private	X	X			Ongoing	
United Pier and Shore Anglers of California (UPSAC)	Surf Fishing Classes			Private	X				Ongoing	Bolsa Chica State Beach/Park personnel
United Pier and Shore Anglers of California (UPSAC)	Water Conditions Network	\$15,000	volunteer	State	X				Proposed	San Francisco State University and the Romberg Center in Tiburon
US Fish and Wildlife Service (USFWS), Division of Federal Assistance	Coastal Wetlands Programs			Federal	X				Ongoing	
US Fish and Wildlife Service (USFWS), Division of Federal Assistance	Federal Aid in Sportfish Restoration	\$3,000,000		Federal/State	X	X	X	X	Ongoing	California Department of Fish and Game
US Fish and Wildlife Service (USFWS), Division of Federal Assistance	Habitat Restoration Program			Federal	X				Ongoing	

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US Fish and Wildlife Service (USFWS), Division of Federal Assistance	National Fish Hatcheries Program			Federal	X	X	X	X	Ongoing	CDFG, NOAA Fisheries Service
WaveWalker Charters, Santa Barbara	Ongoing Onboard Angler Survey	720 labor hrs	2	Private	X	X	X	X	Ongoing	

Regional Constituent Workshop Summary



Recreational Fisheries Strategic Plan Regional Constituent Workshop #1 Southwest Region - Seal Beach, California May 4, 2004

The inaugural Regional Constituent Workshop supporting the development of the new National Oceanic and Atmospheric Administration (NOAA) Recreational Fisheries Strategic Plan for 2005-2009 was held at the Seal Beach City Council Chambers, Seal Beach, California on May 4th for constituents in the Southwest Region. The series of regional workshops was designed to provide Recreational Fisheries constituents the opportunity to share their vision of an effective and successful Federal Recreational Fisheries Program, describe the characteristics and attributes of this Program, and discuss them in the context of a review of the draft NOAA Recreational Fisheries Strategic Plan.

The attendees were welcomed by Bob Fletcher, Sport Fishing Association of California and by Rod McInnis, NOAA Southwest Regional Administrator. Following the opening remarks the attendees participated in a facilitated session designed to elicit ideas from each individual, share the ideas and prioritize them through small group interaction, and then develop a single group affinity diagram that represented the key attributes and characteristics of the attendees. The following diagram represents the product of this exercise. After reviewing the affinity diagram as a group, the current draft of the Recreational Fisheries Strategic Plan was introduced and the attendees were afforded the opportunity to comment on the contrasts and similarities between their group product and the draft Strategic Plan.

Results of Affinity Diagramming Process: Characteristics and Attributes of the Future Federal Recreational Fisheries Program

Ecosystem Based Management	Cooperative Governance	Opportunities	Regulations	Credible Data	Implementation and Execution	Effective Application of MPAs	Outreach
Ecosystem Wide Management (Modeling)	Require Better State-Federal Coordination for (1) Collection of Biological Data; (2) Management; (3) Enforcement	Lots of Fish to Catch	Understandable Regulations	Accuracy of Catch Data (All Anglers)	A Strong Office of Recreational Fishing Within NOAA and Everything in One Place to Manage Fisheries	More Information on Effectiveness of Marine Protected Areas	Better Communication Between Researchers, Managers, and the Public
Research for "Ecosystem" Management	States and Feds Working Together	Provide Maximum Access and Opportunity to Anglers Throughout the Year	Regulations are Easy to Access and Understand	Post Release Survivorship and Conditions	Training and Employment Opportunities	Use MPAs as a Management Tool Only When Clear, Peer Reviewed Science Justifies Their Use	Anglers as Active Participants in Science Efforts
Protect Environment for Fish	Require High Level of Cooperative Research between State, Federal Gov't, and Party/Charterboat Industry	Secure Rights to a Share of Quota to Maximize Recreational Fisheries (i.e., greater ownership of management)	Good Enforcement of Regulations	Assess the Value of Fish Caught by Recreational Anglers			Promote Catch and Release Programs
Use Risk Analysis to Set Management Priorities	Encourage Government to Put High Priority on International Management of Highly Migratory Species	Bycatch Reduction	Simpler Regulations	Accurate Fisheries Data			
Mapping Toxins Through Trophic Levels (pred. & prey)		Ocean Parks - Protection of Habitat for Recreational Fishing		Provide Funding for Conducting Frequent, Timely, and Believable Stock Assessments on Species Important to Recreational Anglers			
Improved Water Quality		Exceptional Angling Opportunities by Using Ocean Parks, Artificial Reefs, Stocking, "Kids Fishing Programs", etc.		Demand Timely and Accurate Catch and Effort Data That is Believable to the Recreational Fishing Community			
		Improved Habitat (Artificial Reefs)		More Behavioral Information			
				Studies on Catch and Release Mortality and Possibility of Catch and Release Areas			

During the group discussion of the draft Strategic Plan in the context of this product, most of the attendees noted the significant number of items listed within the theme of Data Credibility, but were not surprised that there was an emphasis here. The challenges associated with determining what data are credible and who decides what data are credible were discussed, with the overarching view that the data had to be believable and make sense in the eyes of the angler, particularly given the perception that shortcomings have existed in these data in the past. The group concluded that this area would present the greatest implementation challenge for the government.

The attendees noted the attributes related to Regulations and discussed their application as a means to achieving higher levels of compliance within the Recreational Fisheries community. The importance of regulations that are accessible, easy to understand, and simplified as much as possible—even as the governance becomes more complex—were stressed by the group. Suggestions were made to examine some of the existing applications where either effective enforcement was taking place and the reasons why compliance was not taking place under certain circumstances to develop ideas on strengthening the effectiveness of regulatory guidance.

Considerable time was devoted to discussing the motivations of individual anglers and their potential roles in managing Recreational Fisheries resources. At a fundamental level, these motivations include the desire to fish, to enjoy fishing, to conserve and sustain the fish population, and in some cases to make money. It was felt that the government would be able to gain greater participation by individual anglers in the management process and enjoy a higher level of voluntary compliance if the incentives of individual anglers could be harnessed and used. Anglers would like to feel some sense of ownership of the process. The group also emphasized the importance of open, two-way communications, outreach that pulls anglers into the system, and a physical presence through initiatives such as regular symposia analogous to RecFish 2000 and holding fisheries council meetings in locations based on the proximity of constituents with a particular interest in ongoing decisions. Several attendees noted the value in having the Director of the National Marine Fisheries Service represent the interests of Recreational Fisheries in local venues within the region.

The group also discussed the scope of the Strategic Plan and identified some of the “non-traditional” consumptive and non-consumptive constituents such as SCUBA divers and wildlife watching. It was noted that non-consumptive fishing within the “traditional” Recreational Fisheries community—that is, those engaged in regular catch-and-release fishing—is a growing body that needs to be considered.

The attendees also discussed the importance of having sufficient resources to support data collection and analysis activities, and working collaboratively across all levels of management.